

Salute to the Cowboy JULY 5-10-1965, CALGARY, ALBERTA, CANADA



Hitch those bucks to the B of M

Let "My Bank" on the Exhibition Grounds look after your money worries. You'll find us right in the Administration Building, where complete B of M service will be at your disposal.

It's a mighty good idea to use our facilities . . . for depositing proceeds of sales . . . for buying money orders and drafts . . .

for cashing travellers cheques . . . for drawing against letters of credit . . . for exchanging currency . . . or for safekeeping cash.

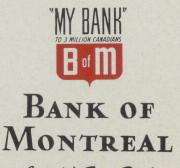
"My Bank's" Exhibition Branch is the safest place to tether your dollars while you're at the Stampede.

CALGARY EXHIBITION BRANCH:
ADMINISTRATION BUILDING

Calgary Main Office: 8th Ave. & 1st St. W.

Stock Yards Branch:
Alberta Stock Yard Company Bldg.

THERE ARE 15 BRANCHES IN THE CALGARY DISTRICT TO SERVE YOU



Canada's First Bank

Calgary Exhibition and Stampede

Souvenir Program

This program was produced by the publicity department of the Calgary Exhibition and Stampede

DONALD C. MATTHEWS
President

IRVEN W. PARSONS General Manager

FRED KENNEDY
Publicity Executive

Program sales by Calgary (Downtown) Kiwanis Club with their share of the proceeds being earmarked for Camp Kiwanis, a summer camp for underprivileged children.

Printed by Alcraft Printing Co. Limited

LIST OF ADVERTISERS IN ALPHABETICAL ORDER

Alberta Hotel Association Alberta Wheat Pool Alcraft Printing Co. Limited Banff Chairlift Corporation Bank of Montreal Birks, Henry & Sons (Western) Ltd. Beavers Restaurants Ltd. Calgary Beverages Ltd. Calgary Inn Canada Safeway Ltd. Canadian Imperial Bank of Commerce Canadian Western Natural Gas Company Limited City of Calgary (Industrial Development Department) CFAC Radio CFCN T.V. and Radio Deeves, Fred, & Sons Ltd. Dominion Bridge Co. Ltd. Dominion Stores Ltd. Grandstand Stage Show—"Shoot for the Stars" Greyhound Bus Lines Hand Chemical Industries Limited Hectors Ltd. Hudson's Bay Company Imperial Tobacco Co. Ltd. Industrial & Road Equipment Ltd. Kenway's Western Store Kinsmen Club of Calgary Loblaw Groceterias Co. Limited Macdonald Tobacco (Inc.) Ltd. (Export Cigarettes) McGavin Toastmaster Ltd. Pacific Petroleums Ltd. Palliser Hotel Pot O' Gold, \$70,000 Give-Away Reed, Shaw & McNaught Royal American Shows Simpsons-Sears Ltd. Stampede Corral Shows Standard-General Construction (International Limited) T. Eaton Co. of Canada Ltd. The Great Western Garment Co. Ltd. Union Milk Co. Limited United Grain Growers Ltd. Weismose, Niels, Furniture Co.

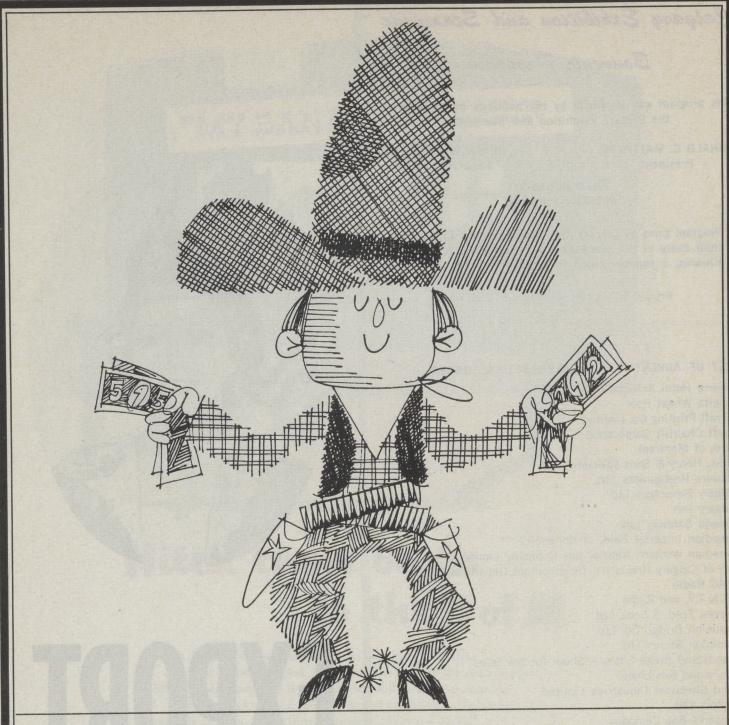


EXPORT

PLAIN or



CIGARETTES



Meet Commerce Al... fastest draw in the west!

Al is one of the hired hands with Canadian Imperial Bank of Commerce. Whenever a customer comes in to draw some cash out of his account, Al has that money out of the drawer so fast he puts Marshal Dillon to shame. But that's the way it is with all the Commerce folks. They're so friendly and willing to please, you just know you couldn't get better service anywhere. If you're a stranger in town, you won't have far to go to find one of the 25 Calgary branches of the Commerce. And, at any branch, you can take advan-

tage of all the Commerce services—from obtaining a personal loan to cashing a traveller's cheque, from making a deposit to exchanging currency, buying money orders or drafts. So if it's fast, friendly service you're after, just hitch your horse outside any branch of the Commerce and c'mon in.

BANK OF COMMERCE

Over 1300 branches to serve you



DONALD C. MATTHEWS

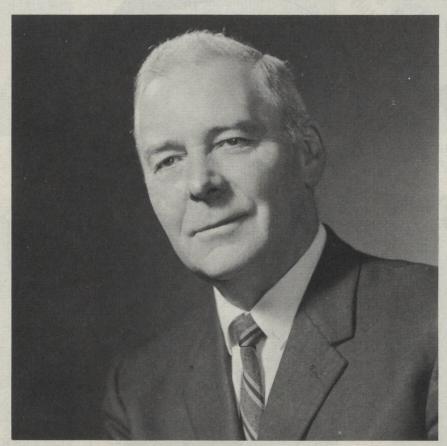
Calgary district purebred livestock breeder and president of Calgary Exhibition and Stampede.

TOP
EXHIBITION
AND
STAMPEDE
EXECUTIVES



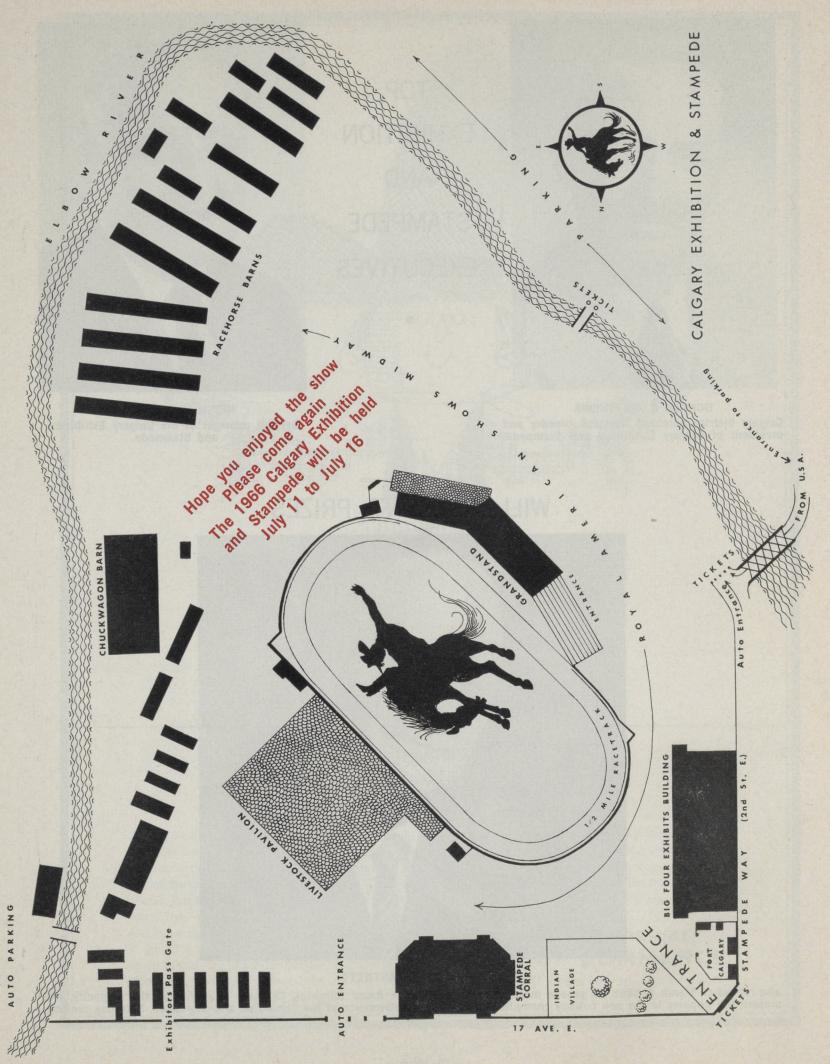
IRVEN W. PARSONS
General manager of the Calgary Exhibition and Stampede.

WILL PRESENT PRIZES



MAURICE E. HARTNETT

who retired on March 1, 1965, as general manager of the Exhibition Board following 13 years of service in that capacity, will present the trophies to the new cowboy champions at the final performance of the Exhibition and Stampede, Saturday evening.



Page Four

EXHIBITION BOARD EXECUTIVES



A. T. BAKER First Vice-President



CHARLES KENNEDY Second Vice-President



H. GORDON LOVE Past President



MR. JUSTICE M. M. PORTER Chairman, Finance Committee



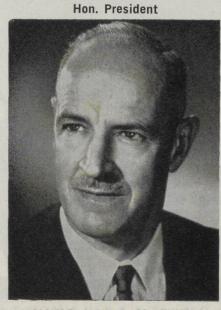
J. B. CROSS Chairman, Ground and Development Committee



GEORGE EDWORTHY Chairman, Stampede Committee



ALD. GEORGE HO LEM Director, Representing the City



MAYOR J. W. G. MacEWAN



ALD. E. H. STARR Director, Representing the City

Safeway (the) place

to buy...

Superb MEATS!



33 STORES TO SERVE YOU BETTER



OPENS EXHIBITION AND STAMPEDE

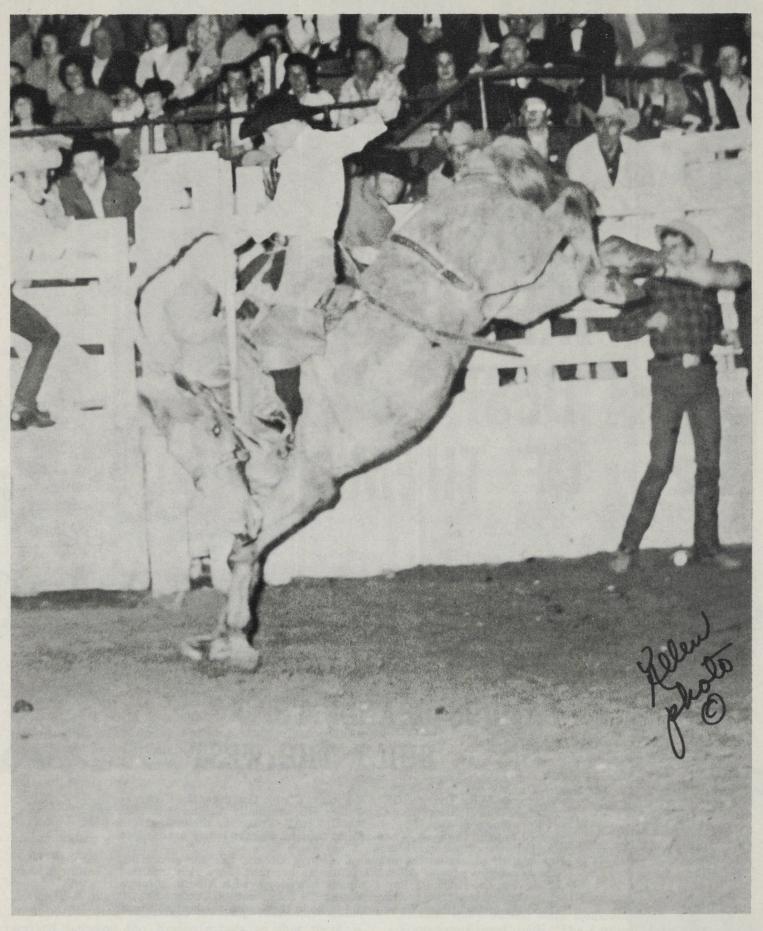


WALT DISNEY

Famous Hollywood motion picture and television producer and creator of Disneyland, who officially opened the 1965 edition of the Calgary Exhibition and Stampede on Monday, July 5.



TWO WORLD CHAMPIONS IN ACTION



Marty Wood of Bowness, world champion bucking horse rider with saddle, aboard Wanda Dee, 1964 champion bucking horse of the world (owned by the Calgary Exhibition and Stampede Limited). Marty was named honorary grand marshal of the Stampede parade held Monday morning, July 5, in recognition of the 1965 Exhibition and Stampede theme "Salute to the Cowboy."



Hndson's Bay Company.

Seventh and Eighth Avenues on First Street West

GLAMOUR AND EXCITEMENT OF EXHIBITION AND STAMPEDE ATTRACTS THOUSANDS

The Calgary Exhibition has been held continuously at Victoria Park since 1886. In 1923 the Stampede (championship cowboy contests) became a feature attraction at the annual Exhibition, and since that time, it has been known as the Calgary Exhibition and Stampede.

From an initial attendance of 137,838 in 1923, it has expanded and developed until in 1964, the six-day attendance totalled 573,560.

Its fame has spread to every part of the world, and the word "Calgary" has become synonymous with what now has been described by exhibition men everywhere as the greatest attraction of its kind in the world.

It has brought Calgary and its citizens world-wide recognition. It attracts more visitors annually than any other six-day event anywhere else in the world. Its contribution to the economy of Calgary and district is beyond calculation. Its success story has been told in a dozen languages by newspapers, magazines, motion pictures, radio and television.

The annual Calgary Exhibition and Stampede is more than a show. It is a tradition. It helps keep alive the color and glory of the last old great west. It is a rich inheritance from the days when Calgary first became the heart of the great ranching and cattle industry of Western Canada. The birth and development of the great oil industry, and the phenomenal progress made by industry merely served to enrich and enhance its lustre. It well deserves its world-wide acceptance as "The Greatest Outdoor Show on Earth," and there's nothing just like it anywhere else in the world.

It offers to its patrons a more diversified program of family entertainment than does any other major exhibition on the North American continent.

Starting with the two and one-half mile long Stampede parade on Monday morning, July 5, the action then swings to the Exhibition grounds at Victoria Park where a total of nearly 600,000 patrons will be entertained during the week.

The Stampede events (the world's largest six-day Rodeo) is held in the grandstand enclosure which can accommodate a total of around 25,000 persons in the covered grandstand, open bleachers and the standing room apron.

Eight running horse races are held every afternoon with pari-mutuel wagering, and the races are interspersed between the Rodeo events so that there is something doing every minute. The performance in the grandstand area gets under way around 1:30 p.m. and continues until around 5 p.m.

The evening performance in the grandstand area features the world famous chuckwagon races or Rangeland Derby, said to be the world's most thrilling horse race. Eight races are held nightly, with four chuckwagon outfits competing in each race. This event is followed by a major stage production, "Shoot for the Stars," produced exclusively for the Calgary Exhibition and Stampede. A colorful fireworks display completes the nightly program in the grandstand enclosure.

Other top-flight entertainment programs will be offered in the Stampede Corral, a modern coliseum type of building which accommodates nearly 8,000 persons.

Every acre of land on the grounds offers some kind of entertainment. From the Indian Village where more than 300 representatives of five tribes are in residence all week to the big Exhibits Building—The Big Four—with its 160,000 sq. ft. of air-cooled space crammed with exhibits of every description, and then to the great Royal American Shows Midway with its rides, shows and games to the Independent Midway with its free stage shows twice daily, and then the commodious Livestock Pavilion where some of the finest livestock in Canada and the United States will be on show. There is something to see and do for every member of the family and every hour of the day.

Another outstanding feature is the \$70,000 Pot O' Gold Give-Away which will see some lucky person on the final night of the show win a \$50,000 gold brick and other patrons sharing \$20,000 worth of gold bars with special draws being held nightly.

Eight large ticket selling booths will be placed at strategic points throughout the grounds with the ticket selling operation being in charge of the Calgary Junior Chamber of Commerce, an organization of young, virile business men. They will be assisted by the Jaycettes, the ladies' auxiliary of the Junior Chamber.

Tickets will be sold at \$1.00 each or six for \$5.00. Nightly draws will be held Monday through Friday for a \$3,000 gold bar then on Saturday evening following the draw for the \$50,000 gold brick, five consolation \$1,000 gold bars will be drawn for.

This is one of the most popular features of the annual Exhibition and Stampede with both visitors and Calgarians participating in the excitement and fun of the big \$70,000 "Give-Away."

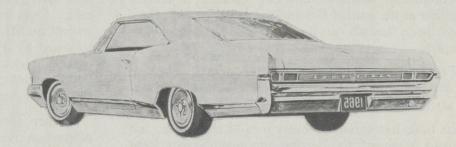
On the Independent Midway, two free shows will be held daily on the stage immediately in front of the Stampede Corral, with "The Littlest Hobo," Canada's wonder dog, headlining a program of variety acts, which will also include "The Flying Cavarettas," a thrilling high-wire act.

KINSMEN CAR AWARD

6 PONTIAC HARDTOPS ---- 1 STATION WAGON & HOUSE TRAILER

DAILY PRIZE —

V-8 Automatic Parisienne Custom Sport Coupe



GRAND PRIZE
1965 DODGE 440 STATION WAGON

and a

Tee Pee House Trailer





SPECIAL PRIZE . . .

"SALUTE TO THE COWBOY"

G.M.C. PICKUP with SADDLE



TICKETS \$1.00 Each or 6 for \$5.00

Available at Car Award booths, Stampede Grounds — Eligible for Daily and Grand Prize

PROCEEDS to help the Kinsmen help the Kiddies



Round-up the Week's Festivities at the ANNUAL

KINSMEN COWBOY BALL

7 Ave. and 7 St. S.W. - Friday, July 9, 9 p.m.

B.C. COWBOY, FORMER WORLD CHAMPION BRONC RIDER, IN ACTION AT STAMPEDE



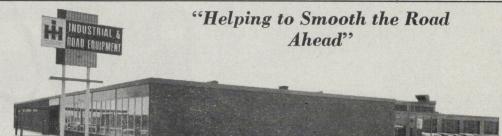
Kenny McLean of Okanagan Falls, B.C., a former World's Champion Saddle Bronc Rider, who won both the North American and Canadian All-Around Cowboy Championship Titles at the 1964 Calgary Exhibition and Stampede.





INTERNATIONAL

- Parts Service Sales
- Barber Greene
 Hough & Drott
 Galion



INDUSTRIAL & ROAD EQUIPME

807 - 42nd Avenue S.E. - Phone 243-2761

LETHBRIDGE RED DEER -Also EDMONTON -DAWSON CREEK, B.C.





BRONC RIDING CONTEST WITH SADDLE PURSE—\$6,500 AND TROPHY



To qualify, rider must have spurs over the break of the shoulders and touching the horse when front feet hit the ground first jump out of the chute. Rider disqualified for: being bucked off; changing hands on rein; losing stirrup; or touching the animal, saddle or rein with his free hand.—Synopsis R.C.A. rules.

Oddly enough, saddle bronc riding, the classic event, has less competitors than any other in professional rodeo.

Cowboys with little ranching experience yet with a strong hand, have gone to the top in bull riding and bareback bronc riding, but rodeo's oldest event, and with roping, the most closely linked to actual ranch work, demands a contestant with years of actual experience on rough horses.

Few outsiders have ever crashed the upper ranks. The instinctive reactions required to keep the stirrups, sense what a horse will do next, and the rhythm required—because there is nothing solid to hang onto—make this event one in which there is no substitute for the school of hard knocks.

To give the horse every advantage, the rider is required to have his dulled spurs over the point of the animal's shoulders when the bronc's front feet hit the ground first jump out of the chute.

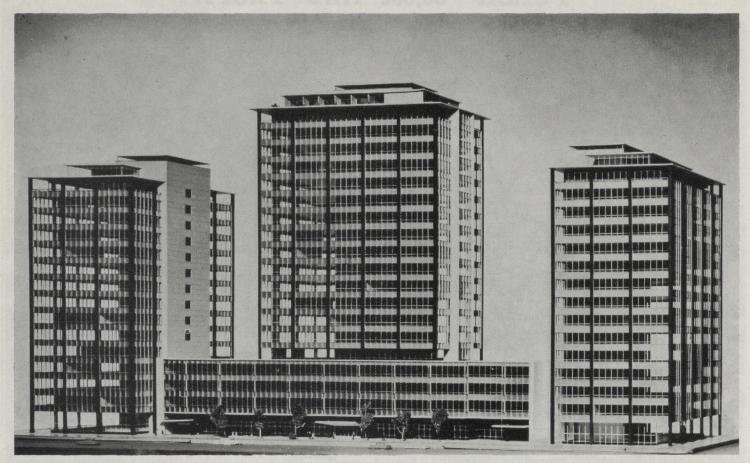
Quoting former six-time world champion saddle bronc rider, Casey Tibbs, "the first thing we think about when we know what horse we've drawn, is how much rein we'll give him. If we don't know the horse, we'll find someone who has been on him and they'll tell us." The dependency a cowboy has on his rein often makes the difference between the good and the champion rider. A man who is not dependent on the rein alone—relying greatly on balance—can use his feet with more freedom. The judges, marking the rider from 1 to 25, will give him a higher mark for this full arcing stroke which cowboys call "lick."

Equally important is the fact that some horses, which the judges also score from 1 to 25 on how hard they buck, will "turn on" better if the passenger isn't hanging on to the rein with brute strength.

The rider is marked down by the judges if he loses control—cowboys call it "getting into a storm"—and in this event the saddle itself makes recovery more difficult. The cantle of the saddle, behind, and the swells, in front, get under a man and literally knock him out of there. The fear of hanging up in a stirrup, always in the back of the rider's mind, is another angle adding to the event's danger.

In the fraternity of saddle broncs, the tried and true campaigner becomes legendary. More people remember Hell's Angels, Midnight, Miss Klamath and their modern counterparts, Trail's End, Big John, Jesse James, Jake and Warpaint, than they would recognize the names of the men who tried to ride them.

In spite of the fact one of these horses may be the victor over a cowboy more often than not, that same cowboy has a quiet affection for this consistent, hard-trying opponent. For this cowboy knew, had he been able to stay aboard, the judges would have given the horse a high marking and the cowboy could have won money.



Architects: Rule, Wynn & Rule Associates
Owners: British Pacific Building Ltd.

5,000 Tons of Steel Erected on Schedule

The fabrication and erection of the structural steel for Guinness House completed the last of the three buildings in downtown Calgary that are Elveden House Place. Steel for the centre section was put up by the Company in 1960, and the B.A. tower on the left in 1961. This complex of office buildings is one of the most impressive in the Prairie provinces. Efficient shop fabrication of the steel, followed by fast, orderly erection at the site, not only helps the

main contractor, but gets the owner into business sooner.

A high performance service of this kind needs extensive facilities and experience. When you hire Dominion Bridge you get both.

DOMINION BRIDGE

BAREBACK BRONC RIDING CONTEST PURSE — \$6,100 AND TROPHY

One-hand rigging to be used. To qualify rider must have spurs over the break of the shoulders when horse's front feet touch the ground, first jump out of the chute. Horses will be ridden for eight seconds. Rider cannot touch horse with free hand.—Synopsis R.C.A. rules.

The eight-second bareback ride is confusing because some cowboys' wild spurring appears to be simply showing off while in actual fact the rhythm of a man's legs on some horses is all that keep the rigging—a handhold on a surcingle like the handle on a suitcase—from being torn out of his hand.

The bareback rider throws his feet forward in time with the horse's jumps, and at the same time this motion keeps his seat close to his riding hand. He's well aware that once he slips away from the handhold he's on the launching pad. The further back he gets on a high-kicking horse the further out he is on the catapult.

Also the cowboy who has his riding arm straightened invariably winds up having his clenched riding hand jerked open.

Rules require the rider's dulled spurs be over the break of the horse's shoulders when the animal lands

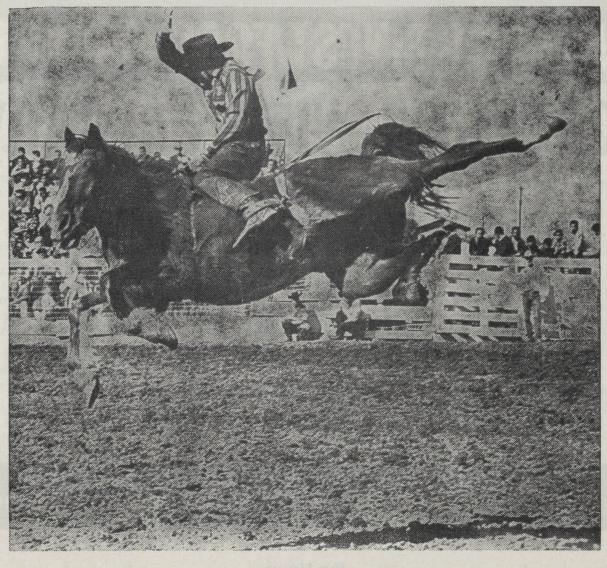
the first jump out of the chute. Some bareback broncs wheel out almost as quickly as the gate can be jerked open and the cowboy has a hard time keeping that outside foot where it is required to be.

The judges are looking for the horse that gives the rider the most trouble for the full eight seconds. Onlookers when hearing the score often are mystified because the bronc who threw the spectacular wingding, once or twice, wasn't marked higher. They failed to take into consideration that for half the eight seconds the horse, in the judges' opinion, wasn't difficult to stay on.

The event originally started as a time-filler when it was necessary to shuffle animals behind the chutes. The riders often were youngsters with nothing but a burning ambition to become rodeo hands and a rope they looped around a wild horse's middle.

The aspirant hung on with both hands and stayed aboard as long as he could for "mount money, usually about \$2. Many a rookie who started this way went on to the top.

The equine stars in this event often find their niche because they fire better without a saddle and the restriction of the buck rein.



Page Seventeen



STORE LOCATIONS

- NORTH HILL SHOPPING CENTRE
- 4th STREET N.W. at 24th AVENUE
- 16th AVENUE N.E. at 6th STREET
- 8th STREET S.W. at 16th AVENUE
- 37th STREET S.W. at 17th AVENUE
- GLAMORGAN SHOPPING CENTRE

OPENING SOON:

SOUTHRIDGE MALL-Macleod Trail at 58th Ave. S.W.

LOBLAWS a pleasant place to shop

CALF ROPING CONTEST PURSE — \$6,100 AND TROPHY



If the cowboy intends to use two loops, two ropes must be carried. Cowboy must throw calf by hand, cross and tie any three feet. If calf is down when the roper reaches it, he must allow calf to get up and then throw calf. Tie must hold for six seconds after roper calls time.—Synopsis R.C.A. rules.

Calf roping is a race against time with seconds counted in decimal points and the money going to the swift—there is no time to be lost in waste motion, even less to be spent signalling the horse.

To win, horse and rider must work together at peak efficiency with automatic teamwork polished to precision. And that requires constant practice.

The contest begins behind the barrier, a rope stretched across the box-like space where the roper and his mount wait for the quarry to be released. The barrier is automatic, triggered by a measured length of twine around the calf's neck.

When the calf, released from the chute, reaches a predetermined head start he hits the end of the twine which falls away as it trips the barrier.

Because a tenth of a second often will win a roping, the roper and his horse try to hit the barrier at the exact moment it is released. If the cowboy rides through the barrier before it trips a penalty of 10 seconds is added to his time, usually enough to keep him from finishing in the money.

So teamwork starts at the roping box. The horse should break instantly on signal from the roper. A slow start will cost precious seconds after the fast breaking calf; a fraction too soon will cost the 10-second penalty.

Out of the box, a good horse will rate the calf, closing on him quickly and holding a steady interval, regardless of how the calf bobs or weaves. Most ropers like their horses to stay a length behind and a fraction to one side to allow a clean throw.

If the thrown loop misses, the cowboy gets another try, provided he carries another rope ready tied to the saddle. Calf roping is catch as catch can as long as the loop holds until the roper gets his hands on the calf.

The horse's quick stop is used by the cowboy to propel him down the rope to the calf. He comes off the horse running. If stop and dismount are not timed perfectly the roper is left flat-footed beside his horse.

On the ground, the roper must throw the calf by hand, a task made easier if the horse keeps backed against a tight rope. The calf may be downed either by "legging"—using a foreleg as a pry to tip him over—or by "flanking"—picking the animal up bodily and laying him on his side.

Once the calf is downed, the cowboy gathers three legs, wraps and ties them with a short length of light rope, called a pigging string, carried either in his mouth, or tucked in his belt. He signals completion of his run by raising both hands high. Smoothness in calf roping is all-important. The cowboy who never gets "in a storm" with a calf has not always drawn the easiest stock. Often his instinctive knowledge of when to move in, just when to flank or leg his catch, makes the whole run seconds faster than if he had rushed in to try and overpower the calf.

SMOOTH DRAW! **GOLD LEAF** KING SIZE Great tobaccos... just the right amount of flavour Great taste... mild enough for smooth smoking a Great cigarette Also available in flip-top 20

WILD STEER DECORATING CONTEST PURSE — \$6,100 AND TROPHY

Steer must be caught from horse. If steer gets loose decorator may take no more than one step to catch him.—Synopsis R.C.A. rules.

Steer decorating has a surprising number of spectator votes for the most exciting event in the rodeo arena. When a man drops from a galloping horse onto the horns of a steer who is going full tilt, stops the steer and decorates it, they have seen skill overcome heavily weighted odds.

The first time people see this they are sure the strongest man, who is lucky enough to draw the slowest and most co-operative steer, should be the winner. The truth is, the man who quickly and consistently can get a steer off balance while he himself stays in control is on the way to the winner's circle.

Briefly, the secret is this. As the cowboy catches up to the steer he reaches with his right hand, scooping up the right horn, and as his horse speeds by the steer the cowboy gets this horn snugly in the crook of his right elbow. At the same time, his left hand pushes down on the other horn while his horse veers off to the left. The cowboy's heels are dropped ahead, and at a 45 degree angle, to the path the steer is taking.

Digging in his heels, the cowboy is tipping the steer's head as much as he can and pulling it toward

the centre of a left-hand turn so that he can more easily get the rubber band, to which a red ribbon is affixed, on to the horn. This is strictly a time event and the man who decorates in the shortest possible time wins the money.

The winning run takes perfect coordination. Besides the steer decorator and his horse there is a second man who starts from the opposite side of the steer and his job is to keep the animal running straight.

The steer actually trips the barrier, in front of the contestant's horse, when he reaches the end of a premeasured light rope. This rope is looped around his horns—in it there is a breakable string link which allows it to fall free. Another such link in the barrier breaks should the steer decorator hit it before the steer crosses the scoreline.

During the year thousands of dollars are divided by split seconds so the art of brushing the barrier becomes important.

The hazer appears to be merely galloping alongside the steer and to the uninitiated onlooker all he clearly does is to retrieve his partner's horse after the jump is made. In reality, from the moment the steer leaves the chute the hazer plays an important part. Possible mishaps might include the steer slamming on the brakes or veering away from the oncoming steer decorator, so the hazer has to foresee these possibilities—and do something about them—in a matter of split seconds.



Page Twenty-one

The first "Stampede" came to Calgary in 1912 ... so did natural gas

For over 50 years Calgarians have enjoyed the week-long Stampede and the year-round comfort of dependable, low-cost natural gas.





CANADIAN WESTERN NATURAL GAS

"Serving Albertans with Low Cost Natural Gas Since 1912"



Only on this Lift a picture similar to this is taken of you while you ride the Chairlift.

A souvenir forever.

Lowest rates in the National Park.

Operating the year around.

FIVE MINUTES OFF THE TRANS-CANADA HIGHWAY BANFF-WEST OVERPASS

Visit our Lodge and beautiful Norquay Teahouse.

ENJOY A RIDE ON THE BANFF CHAIRLIFT on MT. NORQUAY "BANFF'S MOST SCENIC VIEW"

WILD COW MILKING CONTEST PURSE—\$1,050 AND TROPHY

To the average person, milking a quiet cow into a wide mouthed pail is a comparatively easy matter but when the quiet bossy turns out to be a wild range critter never before handled by man, and the stream of milk has to be directed into the mouth of a small bottle, then the milking operation becomes truly hectic.

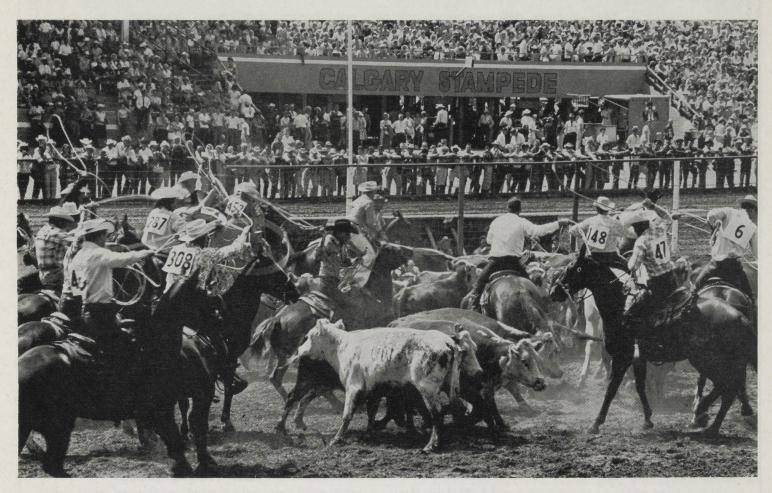
This is one of the reasons why the wild cow milking contest at the Calgary Stampede is quite a wild and

laugh-provoking affair.

This particular event may be beneath the dignity of the professional rodeo cowboy but to the real down the judges' stand becomes greater, and if there is anything that a cowboy hates more than walking, it is running.

When the cow is finally stopped, the milker usually approaches it somewhat gingerly muttering, "Whoa, bossy" or some other not too endearing term, depending upon the reaction of the critter to his advances.

Assuming that he does manage to obtain his required two inches of milk, he then runs back to the judges' stand at the west end of the arena, and there is nothing funnier than the spectacle of bowlegged, high-



to earth range rider, it is quite an event. The fun starts when a herd of wild bossies is turned loose in the Stampede infield arena. A team consists of a roper on horseback and a milker on foot.

When the signal to start is given, a troop of cowboys dash madly down the arena and into the herd. Their helpers follow on foot. As soon as a rider gets his rope over the head of a cow, he dismounts from his horse, "anchors" the cow at the end of his lariat and that is the signal for the milker to get into action.

Trying to make a wild cow hold still long enough to pump a couple of inches of milk into a small milk bottle is a feat in itself.

Quite often the cow will drag the anchor man half way down the arena with the milker in close pursuit, and the latter somewhat unhappy because the farther the cowboy and the cow get down the arena, the distance that the milker has to traverse on foot back to heeled cowboys running full pelt down the arena clutching a small quantity of milk in an equally small bottle.

The contestant with the required amount of milk in his bottle who gets there the fastest, is adjudged the winner.

The wild cow milking contest is one of the "bread and butter" events at the Stampede. A good husky cowboy has a chance of making his whole week's expenses at the Stampede by daily participation in this event.

Many of the teams have been together for some time and although the cowboys have never seen the herd of cows in action prior to the opening performance, it is uncanny how some of them can spot a "quiet one" on occasion.

There is good day money and championship trophies to the winners of this event and there is always a good field of contestants on hand to participate.



THIS EMBLEM SIGNIFIES STRENGTH

It is formed from the names of our two predecessor companies, Standard Gravel and Surfacing Limited of Calgary and General Construction Company of Vancouver—now merged into one strong firm. You'll see our emblem often at major construction sites throughout Western Canada.

Standard-General Construction

(International Limited)

CALGARY - 5340 - 1st Street S.W.

VANCOUVER - Granville Island

Greetings . .

and a WARM WELCOME to the STAMPEDE CITY!

Alexandra Hotel

Beacon Hotel

Bowness Hotel

Calgary Inn

Cecil Hotel

Crossroads Motor Hotel

Empire Hotel

Empress Hotel

Forest Lawn Hotel

Grand Hotel

Highlander Motor Hotel

Holiday Inn

Imperial Hotel

King Edward Hotel

National Hotel

Queen's Hotel

Royal Hotel

Shamrock Hotel

Stampeder Motor Hotel

St. Louis Hotel

St. Regis Hotel

Trade Winds Motor Hotel

Victoria Hotel

Wales Hotel

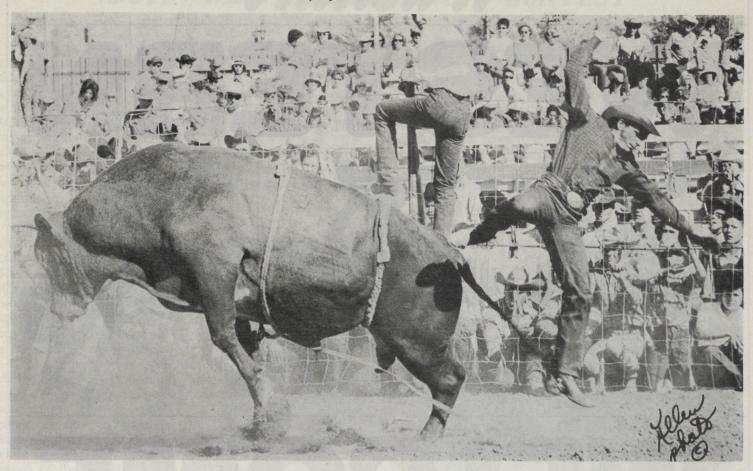
Westgate Motor Hotel

Yale-Plaza Hotel

York Hotel

THE ABOVE MEMBERS OF THE CALGARY HOTEL ASSOCIATION ARE HAPPY
TO BE YOUR HOSTS DURING STAMPEDE WEEK

BRAHMA BULL RIDING CONTEST PURSE — \$6,100 AND TROPHY



Riding to be done with one hand and loose rope, with or without hand hold. Rope must have bell. Bull will be ridden eight seconds. Rider will be disqualified for being bucked off or touching animal with free hand.—Synopsis R.C.A. rules.

The most popular riding event, and the most dangerous in rodeo, is the bull riding. Watching these cross-bred Brahmas do everything but turn inside out the question immediately arises why would anybody in their right mind get on these heaving, spinning juggernauts.

Not only have there been many who have gone a whole season without being ridden the required eight seconds, but there are some who will go after the rider whether he left their back intentionally or not.

Because bulls will charge a man on horseback—and pickup men can't be used as in the other two riding events—only the clown can help the scrambling, stunned, or upended cowboys.

At this moment, the man in the baggy raiment is the most important person in the world to the bull rider. Often his courage, recognition of what a bull has on his mind and his reactive speed, is the reason that the bull rider can eat supper that night.

If a man is motivated by testing his own nerve, bull riding will do it. In addition, the event has added appeal because anyone who can ride half his stock during the season will wind up with a lot of prize money.

In the other riding events an unlucky cowboy conceivably could draw horse after horse on which he couldn't win a dime.

A bull rider uses a rope which is looped like a noose around the animal's middle. It is a flat plait with a handhold like the snug handle of a dufflebag. The rider puts his gloved hand in this loop, knuckles down, and a helping friend, standing on the chute, pulls the slack out of the rope as if he were tugging a heavy bucket from a well.

When the rope's tightness feels right to the rider, he takes the free end of the rope and lays it across his palm. Then he wraps it once behind his hand and lays it across his palm again. He clenches his fist with everything he can muster; he hunches his body close to his hand and, as soon as he feels the bull standing squarely, he nods and the gate swings open.

As long as the cowboy doesn't touch the bull with his free hand and still has his riding hand on some part of the rope at the end of the eight seconds, the judges will score his ride from 1 to 25 on how hard the bull bucked, and from 1 to 25 on how well the cowboy rode.

A bull rider dreads being bucked off away from his riding hand. When this happens his weight—even though his fist has opened—can bind the wrap behind his hand and there he's hung. Looking like a rag doll tied to a mad dog, the cowboy is helpless untilhis hand wrenches free or the clown comes to his rescue.



WESTERN







WELCOME

From the moment you set foot in Eaton's, you'll be happily enveloped by the friendly, hospitable spirit of Stampede Week!



From the moment you set foot in Eaton's, you'll be happily enveloped by the friendly, hospitable spirit of Stampede Week! Five air-cooled shopping floors await you with a world-wide selection of merchandise for yourself, for gifts and souvenirs ... Eaton's Carpark just across the street and connected to the store by underpass, provides sheltered parking for hundreds of cars... Our Valley Room Cafeteria caters to Stampede Visitors with typical western menus—Calgary's own White Hatter Stew, Roast Hip of Alberta Beef, other favourites for your pleasure! We've topnotch sales people to assist you in every department—there's a post office, a tourist information booth, a beauty salon, optical service, customer restrooms—and everywhere at Eaton's, there's colourful evidence that Calgary's Shopping Showplace is ready to please Stampede Visitors!

8th Avenue between 3rd and 4th Streets S.W.; Stampede Week Store Hours: 9 a.m. to 5:30 p.m. Daily; 9 a.m. to 9 p.m. Thursday and Friday; Phone 266-0234

PURSE—\$1,000 AND TROPHY BOYS' WILD STEER RIDING CONTEST

The old timer sat atop the corral fence and chuckled as he watched 10- and 12-year-old youngsters try to

ride fiery young steers.

"So long as we have youngsters who will take part in this event—the wild steer riding event at the Calgary Stampede—we'll never run out of cowboys for the major events at the Stampede."

There is a lot of truth in this observation. For many years now, the steer riding event for young cowboys has been one of the most popular at the

Stampede. Many of the youngsters are bucked off, but others have shown great ability and new champions are crowned every year. This event is the stepping stone for the young cowboys and they soon make up their minds whether or not they intend to continue in competitive rodeo events.

This competition is especially attractive to young Indian cowboys. These youngsters have a much better chance to practice during the year than their white cousins. Usually, a group of them will get together any afternoon after school and then head for the reservation cattle corrals. Sometimes they don't bother about a loose rope. They'll jump aboard and ride them "slick," often to the disgust of the official stockman who doesn't like to see his growing beef "hazed" around. However, it is good practice for the youngsters and many an Indian boy has been able to outfit himself with all the

colorful finery of a cowboy with money won in the

steer riding event.

Many champions in major rodeo events obtain their first lesson in riding the wild stock in the steer riding event at the Calgary Stampede. Their equipment is simple. All they need when they enter is a soft cotton "bull rope." Show officials supply the livestock and the cowbell.

Each contestant is required to stay aboard his animal for the required number of seconds and if he moves his feet fore and aft, he can chalk up additional points.

In addition to day money, the youngsters can win

final money and some beautiful trophies.

The steers and young heifers used in this event are chosen with great care. Officials attempt to grade the

animals for size and weight so that each youngster gets

an equal chance to display his riding ability.

This is one of the fastest moving events on the Stampede program. When the animals are in the bucking chutes and the event is called, the young cowboys like to get it over with as soon as possible and the judges have to execute some fast work to keep pace with the youngsters as chute after chute disgorges its quota of angry young steers who object to being ridden when their main purpose in life is to provide



steaks and roasts for the table.

This is a truly exciting event and one that finds favor with Stampede patrons.

Former entrants in this event who went on to become professional rodeo riders, have stated that the experience which they gained while competing in the boys' steer riding at the Calgary Stampede, stood them in good stead in later years.

The late Gerry Ambler of Minburn, Alberta, who won the event in his teens and then went on to become the world's champion saddle bronc rider always said that the balance which he perfected riding "kid's" steers never left him. He attributed much of his later success to the lessons learned while competing in the junior steer riding event.

STAMPEDE DOWN



to the PALLISER HOTEL

for...

Chuck Wagon
Buffet
Luncheon
Monday to
Friday
Inclusive

Featuring our Buffalo Stew

11:30 a.m. to 1:30 p.m.

\$2.50

for...

Prime Canadian Roast Beef and Juicy Steaks

Dinner served from 5:00 p.m.

\$200 and up



RIMTOCK

for...

Cool
Refreshments
and Some
Quiet
Relaxation

Quick Lunch





Canadian Pacific

Trains/Trucks/Ships/Planes/Hotels/Telecommunications

CFCN keeps on top of the fun!



CFCN Annual Stampede Breakfast

One of the family!

WILD HORSE RACE CONTEST PURSE—\$1,790 AND TROPHY

If a cowboy has any ability at all in the handling of outlaw horses, he can always make an honest dollar at the Calgary Stampede. He may not be able to ride saddle broncs, bareback broncs or Brahma bulls in competition with the professional cowboys who Rodeo for a living, but if he is strong and courageous, he is eligible for prize money in another exciting event, the wild horse race.

The first essential is a herd of wild horses and Calgary Stampede officials seem to be able to come up with them every year. As a matter of fact they seem to become bigger and wilder every year.

The wild horse race is a team event. It requires three men to handle a wild horse. The race is run in this manner. Sixteen outlaws are "spilled" down the runways and into the sixteen chutes in the Stampede arena. Each chute holds one horse. A sixteen-foot rope is attached to the halter of each horse, and the team of three men take up positions. At a signal from the starter, all 16 chute gates are thrown open and out come 16 wild unmanageable horses who previously to being shipped to the Calgary Stampede, had not been touched by human hands.

The first job of the team is to bring the horses to a halt, then one man stays at the end of the rope as an anchor man, the second attempts to "ear" the horse, and the third has to throw a stock saddle on him, cinch him up, climb aboard and ride him down the arena to the pickup chutes. The scene which ensues when 16 cowboys try to ride 16 wild outlaw horses at the same time, beggars description.

In this particular contest, all the teams draw for their horses. It is not a question of dashing to the chutes in quest of a small horse or a mild looking one. They draw for chute numbers and they must accept the horse that finally winds up in this particular chute.

There was a time when the scores of horses required for this particular event, could be rounded up in a couple of days on any of the Indian reservations or in the range districts of the province.

However, with the continued mechanized development of ranches and farms and more and more land being fenced in, the supply of wild horses is dwindling and each year Stampede officials are required to go farther afield in their quest for unbroken horses in goodly numbers.

However, they have been successful year after year and 1965 is no exception as the performance of the wild ones in this particular contest can attest.

It is interesting to note that when the first Calgary Stampede was held in 1912, many ranchers of that day said that an event of this nature could not last but a few years because even at that time—53 years ago—the days of the open range were numbered and the supply of wild horses would soon be exhausted.

Stampede officials state that while it is becoming increasingly difficult to locate herds of wild horses, they have been able to come up with horses for all events each year without too much trouble.

It may be necessary in the future to range into the wilds of the Cariboo country of British Columbia for new stock but in the meantime they are able to carry on without too much difficulty.



Page Twenty-nine



CALGARY ALBERTA

CANADA'S MUSHROOM

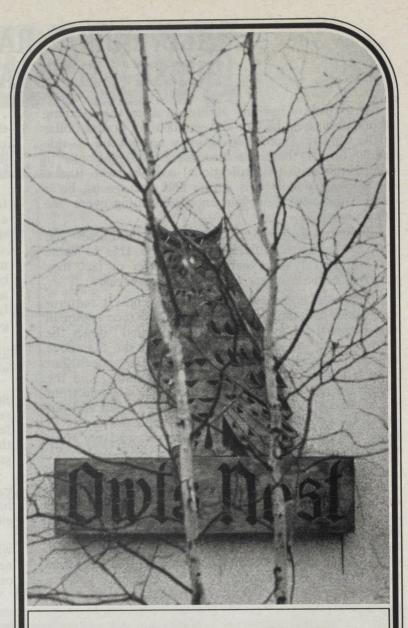
The phenomenal growth of metropolitan Calgary attracts many new businesses and industries every year. Federal census 1951—129,060; 1963—291,975; 1981 predicted—645,492— a great and growing market that welcomes and demands new business and more industry. Calgary offers reasonable taxes, cultural opportunities and a western welcome.

Climate moderate & pleasant—no extremes.
At heart of growing market of 5,000,000.
Labor in Calgary virtually strike-free.
Growth is healthy for business & industry.
Alberta & Calgary fastest growing in Canada.
Rates for power & natural gas among lowest.
Your best opportunity in Western Canada.

YOU OWE IT TO YOUR COMPANY TO LOOK AT CALGARY

FILL IN THIS
COUPON FOR
YOUR FREE
BROCHURE AND
MARKET STUDY
ON INDUSTRIAL
PARKS AND SITES

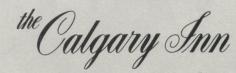
(Your enquiry treated in complete confidence.)



THE OWL'S NEST IS NO CHUCKWAGON

It's a world-style dining lounge — the most elegant in Western Canada. But it belongs in the stampede world. Come over to the Calgary Inn and see what we mean. You'll go wild about our menu, our decor and our service. We'll show you how good life on the range can be.

COMPLETE DINNERS FROM \$4.75 CLOSED SUNDAYS TELEPHONE 266-1611





FOURTH AVENUE WEST AT THIRD STREET



PROGRAMME . . . MONDAY, JULY 5th



Morning

- 9:00 a.m.—STAMPEDE PARADE
 - The Parade moves off at 9 a.m. sharp in downtown Calgary featuring Indians, Cowboys, Pioneers, Bands and Decorated Floats. Honorary Parade Marshal, Marty Wood, Bowness, Alberta, World Champion Saddle Bronc Rider.
- 11:00 a.m.—Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.
- 12:00 noon—\$70,000 Give-Away. Pot O' Gold booths open (8 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draw at midnight for a \$3,000.00 Gold Bar at main ticket booth, and on Saturday evening five Consolation awards of \$1,000.00 Gold Bars will follow the grand draw for the \$50,000 Gold Brick.
- 12:00 noon—Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped Midway in the World. Open till midnight.
- 12:00 noon to 11:00 p.m.—"Baby Parkade" in Big Four Building.

Afternoon

- 1:00 p.m.—Stony, Sarcee, Blackfoot and Peigan Indian tribes open two teepees for inspection from 1:00 p.m. till 5:00 p.m. in the Indian Village.
- 1:30 p.m.—The Grand Entry and commencement of the Championship Cowboy Contests. Special Infield Attractions Montie Montana and his wonder horse, Rex, in a program of trick and fancy roping, plus Roy Rogers' string of liberty horses.
- 1:30 p.m.—On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show.
- 2:00 p.m.—Running Horse Races commence with pari-mutuel betting. Eight races per day.
- 5:00 p.m.—In the Livestock Pavilion, Exhibition Grounds, one of the finest livestock shows in Canada (cattle, horses, sheep, swine). At 5:00 p.m. judging of Interbreed steer class in ring No. 1, Interbreed Barrow (swine) class in ring No. 2, and Interbreed Market Lamb Class in ring No. 2.

Evening

- 6:30 p.m.—Band music in front of the Grandstand. Parade-winning band will perform.
- 7:00 p.m.—Two Indian Teepees will be open for inspection from 7:00 p.m. till 9:00 p.m. in the Indian Village.
- 7:00 p.m.—Free Show Attractions on Platform on Independent Midway in front of the Stampede Corral.
- 7:15 p.m.—World famous Chuckwagon Races. Eight races nightly.
- 8:00 p.m.—Official Opening by Walt Disney, Internationally known motion picture and television producer of Hollywood, California.
- 8:15 p.m.—Grandstand Show: "Shoot for the Stars" featuring Rex Allen, Cleone Duncan, Seth Riggs, Montie Montana and other stars, in a tremendous musical production interspersed with top flight variety acts (see detailed program on page 47).
- 8:30 p.m.—Indian Dancing on Platform under Sun Tree in the Indian Village.
- 8:30 p.m.—At the Stampede Corral: Heavyweight championship wrestling.
- 10:00 p.m.—Colourful Display of Fireworks with many original sets and pieces, in the grandstand enclosure.
- 12:00 midnight-Draw for \$3,000 Gold Bar at Main Pot O'Gold Booth.



GOD SAVE THE QUEEN





PROGRAMME . . . TUESDAY, JULY 6th



Morning

- 9:00 a.m.—Livestock Judging in the Pavilion. Suffolk, Cheviots and Corriedales (sheep) in ring No. 2, Yorkshire, Landrace and Lacombe (swine) in ring No. 1, and Percherons, Heavy Draft and Agricultural horses in outside ring.
- 10:00 a.m.—Sarcee Indians Parade to Royal Hotel and other downtown centres for colorful show, and downtown Attractions.
- 10:00 a.m.—\$70,000 Give-Away. Pot O' Gold booths open (8 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draw at midnight for a \$3,000.00 Gold Bar at main ticket booth, and on Saturday evening five Consolation awards of \$1,000.00 Gold Bars will follow the grand draw for the \$50,000 Gold Brick.
- 11:00 a.m.—Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.
- 12:00 noon to 11:00 p.m.—"Baby Parkade" in Big Four Building.

Afternoon

- 12:00 noon—Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped Midway in the World. Open till midnight.
- 1:00 p.m.—Stony, Sarcee, Blackfoot and Peigan Indian tribes open two teepees for inspection from 1:00 p.m. till 5:00 p.m. in the Indian Village.
- 1:30 p.m.—Grandstand Infield—Championship Cowboy Contests. A full slate of Rodeo Events with the world's top cowboys. Special Infield Attractions Montie Montana and his wonder horse, Rex, in a program of trick and fancy roping, plus Roy Rogers' string of liberty horses.
- 1:30 p.m.—On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show, featuring "The Littlest Hobo", Canada's wonder dog and star of stage, motion picture and television, and "The Flying Cavaretta's", a high wire act.
- 2:00 p.m.—Running Horse Races commence with pari-mutuel betting. Eight races per day.
- 2:30 p.m.—Stampede Corral—The Dave Clark Five, one of England's greatest musical and singing "combos", in a program of the latest hits, which brought them world wide acclaim ,backed up by a top flight program featuring other artists.
- 4:00 p.m.—Cutting Horse go-round in the Outdoor Judging Ring.
- 5:00 p.m.—Indian Dance Competition. On the stage in front of the Stampede Corral.

Evening

- 6:30 p.m.—Lord Strathcona's Horse (R.C.) Regiment and Band Farewell Performance in front of the Grandstand.
- 7:00 p.m.—Two Indian teepees will be open for inspection from 7:00 p.m. till 9:00 p.m. in the Indian Village.
- 7:00 p.m.—Free Show Attractions on Platform on Independent Midway in front of Stampede Corral featuring "The Littlest Hobo", Canada's wonder dog and star of stage, motion picture and television, and "The Flying Cavaretta's", a high wire act.
- 7:15 p.m.-World famous Chuckwagon Races. Eight races nightly.
- 8:15 p.m.—Crowning of the Stampede Queen on the Grandstand Platform, Miss Donna Israelson of Didsbury, Alberta.
- 8:15 p.m.—Grandstand Show: "Shoot for the Stars" featuring Rex Allen, Cleone Duncan, Seth Riggs, Montie Montana and other stars, in a tremendous musical production interspersed with top flight variety acts (see detailed program on page 47).
- 8:30 p.m.—Indian Dancing on Platform under Sun Tree in the Indian Village.
- 8:30 p.m.—At the Stampede Corral: The Dave Clark Five, one of England's greatest musical and singing "combos", in a program of the latest hits, which brought them world wide acclaim, backed up by a top flight program featuring other artists.
- 10:00 p.m.—Colourful Display of Fireworks with many original sets and pieces, in the grandstand enclosure.
- 12:00 midnight—Draw for \$3,000 Gold Bar at Main Pot O'Gold Booth.

GOD SAVE THE QUEEN



FRED DEEVES & SONS LTD.

Plumbing and Me
1314 Seventeenth

Page Thirty-two



PROGRAMME . . . WEDNESDAY, JULY 7th



Morning

- 9:00 a.m.—Livestock judging in the Pavilion. Jersey Cattle in ring No. 1, and Hereford Cattle in ring No. 2.
- 10:00 a.m.—Blackfoot and Peigan Indians Parade to the Royal Hotel and other downtown areas, and downtown Attractions.
- 10:00 a.m.—\$70,000 Give-Away. Pot O' Gold booths open (8 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draw at midnight for a \$3,000.00 Gold Bar at main ticket booth, and on Saturday evening five Consolation awards of \$1,000.00 Gold Bars will follow the grand draw for the \$50,000 Gold Brick.
- 11:00 a.m.—Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.
- 12:00 noon to 11:00 p.m.—"Baby Parkade" in Big Four Building.

Afternoon

- 12:00 noon—Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped Midway in the World. Open till midnight.
- 1:00 p.m.—Stony, Sarcee, Blackfoot and Peigan Indian tribes open two teepees for inspection from 1:00 p.m. till 5:00 p.m. in the Indian Village.
- 1:30 p.m.—Grandstand Infield—Championship Cowboy Contests. A full slate of Rodeo Events with the world's top cowboys. Special Infield Attractions, Montie Montana and his wonder horse, Rex, in a program of trick and fancy roping, plus Roy Rogers' string of liberty horses.
- 1:30 p.m.—On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show, featuring "The Littlest Hobo", Canada's wonder dog and star of stage, motion picture and television, and "The Flying Cavaretta's", a high wire act.
- 1:30 p.m.—Livestock judging in the Pavilion. Ayrshire cattle in ring No. 1.
- 2:00 p.m.—Running Horse Races commence with pari-mutual betting. Eight races per day.
- 2:30 p.m.—At the Stampede Corral: Oscar Brand in a folk music festival "Let's Sing Out", and backed up by "Three's a Crowd", "The Tikis", and soloists Donna Warener of Vancouver, and Anna Johnson of Manchester, England in a tremendous program of folk music with audience participation.
- 3:00 p.m.—Livestock judging in the Pavilion. Hampshire and Southdown sheep in ring No. 2, and Clydesdales, Heavy Draft and Agricultural horses in outside ring.
- 4:00 p.m.—Cutting Horse go-round in the Outdoor Judging Ring.
- 5:00 p.m.—Indian Dance Competition. On the stage in front of the Stampede Corral.
- 5:00 p.m.—Livestock Judging in the Pavilion. Interbreed Best Udder Class in ring No. 1.

Evening

- 6:30 p.m.—Band music in front of the Grandstand.
- 7:00 p.m.—Free Show Attractions on Platform on Independent Midway in front of Stampede Corral featuring "The Littlest Hobo", Canada's wonder dog and star of stage, motion picture and television, and "The Flying Cavaretta's", a high wire act.
- 7:00 p.m.—Two Indian teepees will be open for inspection from 7:00 p.m. till 9:00 p.m. in the Indian Village.
- 7:15 p.m.—World famous Chuckwagon Races. Eight races nightly.
- 8:15 p.m.—Grandstand Show: "Shoot for the Stars" featuring Rex Allen, Cleone Duncan, Seth Riggs, Montie Montana and other stars, in a tremendous musical production interspersed with top flight variety acts (see detailed program on page 47).
- 8:30 p.m.—Indian Dancing on Platform under Sun Tree in the Indian Village.
- 8:30 p.m.—At the Stampede Corral: Oscar Brand in a folk music festival "Let's Sing Out", and backed up by "Three's a Crowd", "The Tikis", and soloists Donna Warener of Vancouver, and Anna Johnson of Manchester, England in a tremendous program of folk music with audience participation.
- 10:00 p.m.—Colourful Display of Fireworks with many original sets and pieces, in the grandstand enclosure.
- 12:00 midnight—Draw for \$3,000 Gold Bar at Main Pot O'Gold Booth.

GOD SAVE THE QUEEN

Mechanical Contractors, Industrial Refrigeration, Fire Sprinkler Systems

enth Avenue S.W., Calgary

Phone 244-8951





THIS PUBLICATION PRODUCED BY -

ALCRAFT PRINTING CO. LIMITED

4303 EDMONTON TRAIL PHONE 277-0751

- PRINTERS
- LITHOGRAPHERS
- CREATIVE DESIGNERS

"The Complete Printing Service"



This cowboy lost everything—even his boot. Don't let this happen to you. Check your insurance needs.

REED SHAW & McNAUGHT

INSURANCE BROKERS

3

Vancouver - Calgary - Edmonton

Regina - Winnipeg - Toronto

Montreal

"Best Judged By
Whom They Serve"



PROGRAMME . . . THURSDAY, JULY 8th



Morning

- 10:00 a.m.—In the Livestock Pavilion—National Guernsey Show (Dairy Cattle) in ring No. 1, Aberdeen-Angus (beef) cattle in ring No. 2, Belgians, Heavy Draft, and Agricultural horses in outside ring.
- 10:00 a.m.—Stony Indians parade to Royal Hotel and other downtown locations, for colorful show, and downtown Attractions.
- 10:00 a.m.—\$70,000 Give-Away. Pot O' Gold booths open (8 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draw at midnight for a \$3,000.00 Gold Bar at main ticket booth, and on Saturday evening five Consolation awards of \$1,000.00 Gold Bars will follow the grand draw for the \$50,000 Gold Brick.
- 11:00 a.m.—Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.
- 12:00 noon to 11:00 p.m.—"Baby Parkade" in Big Four Building.

Afternoon

- 12:00 noon—Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped Midway in the World. Open till midnight.
- 1:00 p.m.—Stony, Sarcee, Blackfoot and Peigan Indian tribes open two teepees for inspection from 1:00 p.m. till 5:00 p.m. in the Indian Village.
- 1:30 p.m.—Grandstand Infield—Championship Cowboy Contests. A full slate of Rodeo Events with the world's top cowboys. Special Infield Attractions, Montie Montana and his wonder horse, Rex, in a program of trick and fancy roping, plus Roy Rogers' string of liberty horses.
- 1:30 p.m.—On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show, featuring "The Littlest Hobo", Canada's wonder dog and star of stage, motion picture and television, and "The Flying Cavaretta's", a high wire act.
- 2:00 p.m.—Running Horse Races commence with pari-mutuel betting. Eight races per day.
- 2:30 p.m.—The Stampede Corral—Ringling Bros. Barnum and Bailey Circus. The greatest show of its kind in the world, presenting 30 different acts operating in three rings and featuring the world's top circus performers.
- 4:00 p.m.—Cutting Horse go-round in the Outdoor Judging Ring.
- 5:00 p.m.-Indian Dance Competition. On the stage in front of the Stampede Corral.

Evening

- 6:30 p.m.—Band music in front of the Grandstand.
- 7:00 p.m.—Free Show Attractions on Platform on Independent Midway in front of Stampede Corral featuring "The Littlest Hobo", Canada's wonder dog and star of stage, motion picture and television, and "The Flying Cavaretta's", a high wire act.
- 7:00 p.m.—Two Indian teepees will be open for inspection from 7:00 p.m. till 9:00 p.m. in the Indian Village.
- 7:15 p.m.—World famous Chuckwagon Races. Eight races nightly.
- 8:00 p.m.—"Salute to the Cowboy" Parade in front of the Grandstand. A colourful ride-past featuring the world cowboy champions of 1964 and Calgary Stampede Champions of by-gone days. Men who are still "tall in the saddle" despite years of activity on the range and in the rodeo arena.
- 8:00 p.m.—"Dairy Queen Contest" in the Livestock Pavilion, in ring 1.
- 8:15 p.m.—Grandstand Show: "Shoot for the Stars" featuring Rex Allen, Cleone Duncan, Seth Riggs, Montie Montana and other stars, in a tremendous musical production interspersed with top flight variety acts (see detailed program on page 47).
- 8:30 p.m.—Indian Dancing on Platform under Sun Tree in the Indian Village.
- 8:30 p.m.—The Stampede Corral—Ringling Bros. Barnum and Bailey Circus. The greatest show of its kind in the world, presenting 30 different acts operating in three rings and featuring the world's top circus performers.
- 10:00 p.m.—Colourful Display of Fireworks with many original sets and pieces, in the grandstand enclosure.
- 12:00 midnight—Draw for \$3,000 Gold Bar at Main Pot O'Gold Booth.



GOD SAVE THE QUEEN

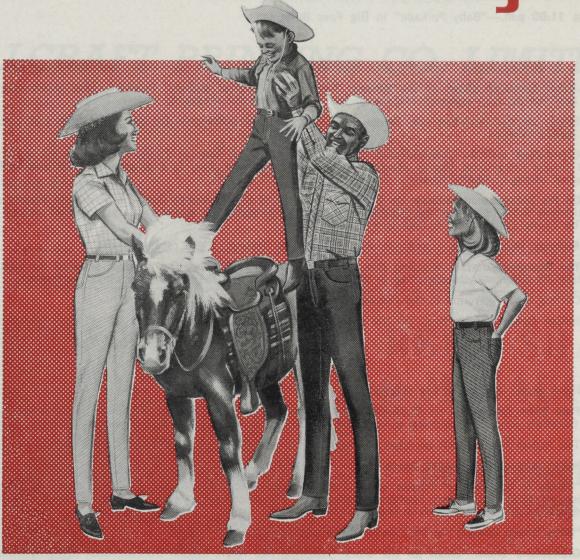


A Family Abbair

Cowboy



Kings



COWBOY KINGS are perfect for work-adays and so right for leisure wear. You'll like the willow-slim lines and the hard-wearing quality. And they're sized for every member of the family.

Tailored in GWG's exclusive "Buckskin" and "Snobak" blue denims; also styled in smart looking twills with attractive new colors.

Now at leading stores everywhere.

"They Wear Longer Because They're Made Stronger"

THE GREAT WESTERN GARMENT CO. LTD. EDMONTON

*

PROGRAMME . . . FRIDAY, JULY 9th



Morning

- 8:00 a.m. to 11.00 p.m.—"Baby Parkade"—in the Big Four Building.
- 9:00 a.m.—\$70,000 Give-Away. Pot O' Gold booths open (8 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draw at midnight for a \$3,000.00 Gold Bar at main ticket booth, and on Saturday evening five Consolation awards of \$1,000.00 Gold Bars will follow the grand draw for the \$50,000 Gold Brick.
- 9:00 a.m.—Special Children's Day performance in the grandstand enclosure featuring "The Littlest Hobo", Canada's wonder dog, Montie Montana, and his exhibition of trick and fancy roping and selected vaudeville acts. Parade of Livestock Champions. Free Draw for dogs, bicycles and other valuable prizes, and the Calgary Herald trip to Disneyland via Western Airlines.
- 10:00 a.m.—Downtown Street Entertainment.
- 10:00 a.m.—In the Livestock Pavilion. Judging of Holstein cattle in ring No. 1, and Shorthorn cattle in ring No. 2.
- 11:00 a.m.—The Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped midway in the world. Open till midnight.
- 11:00 a.m.—Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.

Afternoon

- 1:00 p.m.—Stony, Sarcee, Blackfoot and Peigan Indian tribes open two teepees for inspection from 1:00 p.m. till 5:00 p.m. in the Indian Village.
- 1:30 p.m.—Grandstand Infield—Championship Cowboy Contests. A full slate of Rodeo Events with the world's top cowboys. Special Infield Attractions Montie Montana and his wonder horse, Rex, in a program of trick and fancy roping, plus Roy Rogers' string of liberty horses.
- 1:30 p.m.—On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show, featuring "The Littlest Hobo", Canada's wonder dog and star of stage, motion picture and television, and "The Flying Cavaretta's", a high wire act.
- 2:00 p.m.—Running Horse Races commence with pari-mutuel betting. Eight races per day.
- 2:30 p.m.—The Stampede Corral—Ringling Bros. Barnum and Bailey Circus. The greatest show of its kind in the world, presenting 30 different acts operating in three rings and featuring the world's top circus performers.
- 4:00 p.m.—Cutting Horse go-round in the Outdoor Judging Ring.
- 5:00 p.m.—Indian Dance Competition. On the stage in front of the Stampede Corral.

Evening

- 6:30 p.m.—Band music in front of the Grandstand.
- 7:00 p.m.—Free Show Attractions on Platform on Independent Midway in front of Stampede Corral featuring "The Littlest Hobo", Canada's wonder dog and star of stage, motion picture and television, and "The Flying Cavaretta's", a high wire act.
- 7:00 p.m.—Judging of the Best Dressed Indian children and oldest Indians (Indian Village).
- 7:00 p.m.—Two Indian teepees will be open for inspection from 7:00 p.m. till 9:00 p.m. in the Indian Village.
- 7:15 p.m.—World famous Chuckwagon Races. Eight races nightly.
- 8:15 p.m.—Grandstand Show: "Shoot for the Stars" featuring Rex Allen, Cleone Duncan, Seth Riggs, Montie Montana and other stars, in a tremendous musical production interspersed with top flight variety acts (see detailed program on page 47).
- 8:30 p.m.—Indian Dancing on Platform under Sun Tree in the Indian Village.
- 8:30 p.m.—The Stampede Corral—Ringling Bros. Barnum and Bailey Circus. The greatest show of its kind in the world, presenting 30 different acts operating in three rings and featuring the world's top circus performers.
- 10:00 p.m.—Colourful Display of Fireworks with many original sets and pieces, in the grandstand enclosure.
- 12:00 midnight-Draw for \$3,000 Gold Bar at Main Pot O'Gold Booth.



GOD SAVE THE QUEEN



TOP BRANDS



in dairy products



Fresh daily from Calgary's Finest Dairy Plant



UNION MILK CO. LTD.

Phone 262-4686

BEAVERS EXHIBITION CAFETERIA

(Next to Administration Office)

Open Year Round

CATERING TO:

Fort Calgary House — up to 120

Agriculture Building — up to 500

— up to 2,000 The Corral

Big Four Building — up to 2,000

Contact-

Sales Dept., Calgary Exhibition—263-1960

BEAVERS RESTAURANTS LTD.

Phone 266-5182



HOWDY, FRIEND!

A hearty welcome from the 50,000 farmer-members of the

Alberta Wh

"A Farmer-owned Co-operative Working for Farm People"

HEADQUARTERS FOR SADDLERY AND WESTERN WEAR Just One Block North of Stampede Grounds



1418 - 2nd STREET S.E

LEADING SUPPLIERS OF WESTERN MERCHANDISE

When you choose a Western hat, or a Western shirt at Kenway's you know it's authentically styled and of the finest quality. You are dealing with the Western store that caters to the needs of stockmen, cowboys and their horses and stock. See our colourful displays of Kenway saddles and riding equipment.

STAMPEDE & WESTERN SOUVENIRS





PROGRAMME . . . SATURDAY, JULY 10th



Morning

- 8:00 a.m. to 11.00 p.m.—"Baby Parkade"—in the Big Four Building.
- 8:30 a.m.—In the Indian Village—Judging of Teepees.
- 9:00 a.m.—Saturday Morning Roundup in front of the Grandstand. An ever-increasing popular attraction featuring Cutting Horse Contest, Ladies' Barrel Race, Consolation Chuckwagon Races and the Al Azhar Shrine Mounted Patrol and Chariot Races. Tickets for this event on sale at the Grandstand Ticket Office which opens at 8:00 a.m. for your convenience. Tickets \$1.00. No reserved seats.
- 9:00 a.m.—\$70,000 Give-Away. Pot O' Gold booths open (8 booths) on the grounds to serve you. Tickets \$1.00, 6 for \$5.00.
- 11:00 a.m.—Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.

Afternoon

- 12:00 noon—Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped Midway in the World. Open till midnight.
- 1:30 p.m.—Stampede Events. Grand finals in each of the five major Rodeo events will be held with the top men in each event competing for the extra \$500.00 in each event. All other events will be scheduled as well. Special Infield Attractions, Montie Montana and his wonder horse, Rex, in a program of trick and fancy roping, plus Roy Rogers' string of liberty horses.
- 1:30 p.m.—On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show, featuring "The Littlest Hobo", Canada's wonder dog and star of stage, motion picture and television, and "The Flying Cavaretta's", a high wire act.
- 2:00 p.m.—Running Horse Races commence with pari-mutuel betting. Eight races per day.
- 2:30 p.m.—The Stampede Corral—Ringling Bros. Barnum and Bailey Circus. The greatest show of its kind in the world, presenting 30 different acts operating in three rings and featuring the world's top circus performers.

Evening

- 6:30 p.m.—Band music in front of the Grandstand.
- 7:00 p.m.—Free Show Attractions on Platform on Independent Midway in front of Stampede Corral featuring "The Littlest Hobo", Canada's wonder dog and star of stage, motion picture and television, and "The Flying Cavaretta's", a high wire act.
- 7:00 p.m.—Two Indian teepees will be open for inspection from 7:00 p.m. till 9:00 p.m. in the Indian Village.
- 7:15 p.m.—Finals in the world famous Chuckwagon Races.
- 7:45 p.m.—Presentation of Trophies to Championship Cowboys by Maurice E. Hartnett, former General Manager of The Calgary Exhibition and Stampede Limited.
- 8:15 p.m.—Grandstand Show: "Shoot for the Stars" featuring Rex Allen, Cleone Duncan, Seth Riggs, Montie Montana and other stars, in a tremendous musical production interspersed with top flight variety acts (see detailed program on page 47).
- 8:30 p.m.-Indian Dancing on Platform under Sun Tree in the Indian Village.
- 8:30 p.m.—The Stampede Corral—Ringling Bros. Barnum and Bailey Circus. The greatest show of its kind in the world, presenting 30 different acts operating in three rings and featuring the world's top circus performers.
- 10:00 p.m.—Colourful Display of Fireworks with many original sets and pieces, in the grandstand enclosure.
- 11:55 p.m.—The grand draw for the \$50,000 gold brick, on the stage in front of the Stampede Corral, followed by five consolation awards of \$1,000 gold bars.



GOD SAVE THE QUEEN



Here is an Attraction especially for teen-agers and young adults:

THE TEEN FAIR

The Teen Fair is located at the southeast end of the midway near the new racing stable area.

Rock 'n Roll Bands, displays, concessions, and a program of attractions designed especially for the young people.

Admission: 50¢



HAND CHEMICAL INDUSTRIES LIMITED

MILTON, ONTARIO

PAPINEAUVILLE, QUE.

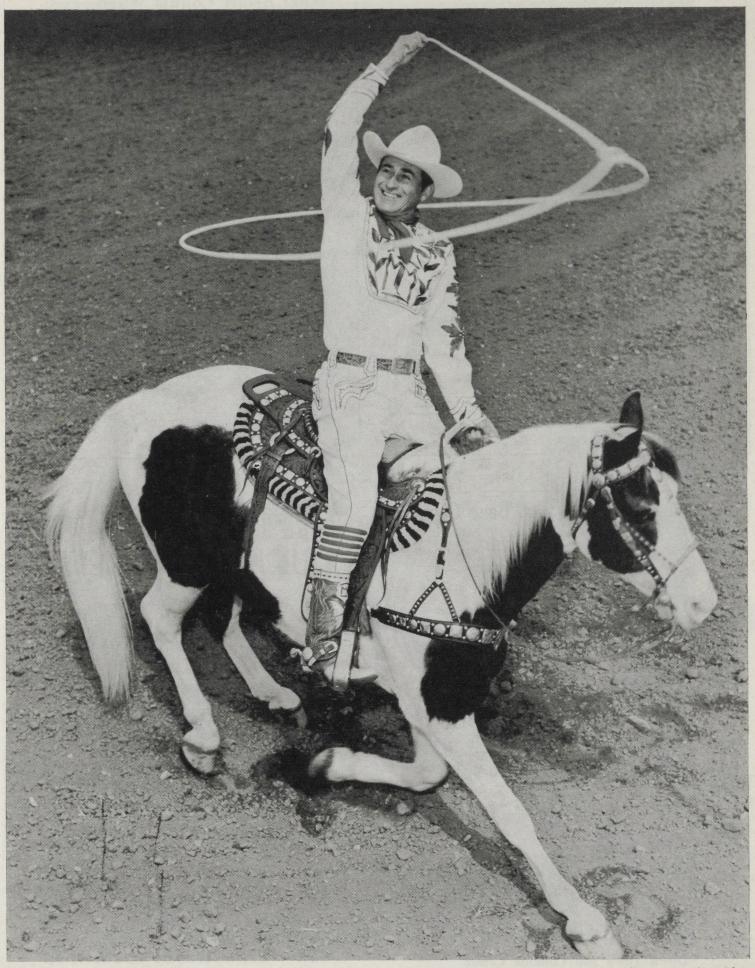
Suppliers of Fireworks for all important national events for over 85 years

Manufacturers of

STYROTILE
Plastic Wall Tile



KING OF THE ROPERS WILL PERFORM



Montie Montana of Hollywood, California, one of the world's greatest trick ropers, who will perform both afternoon and evening at the Stampede with other members of his troupe.

TOASTMASTER



Mighty Fine Bread

What Really Counts When You Pick an Elevator Agent?

Here is what U.G.G. looks for when promoting a helper or hiring a new man to manage an elevator:

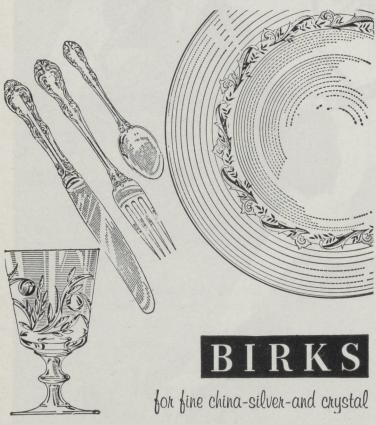
- 1. He must be absolutely honest.
- 2. He must be a hard worker.
- 3. He must know his business thoroughly and be capable of keeping up-to-date on fertilizer, seed varieties, and everything else for which recommendations change. (Of course he will be helped by U.G.G.'s special Advanced Agent Training Program).

Likely you agree that these are the qualities that really count when you pick an agent to weigh and grade and buy your grain.



THE FARMERS' COMPANY

Fine English Crystal and Bone China



Down Town and Chinook Centre

NIELS WEISMOSE FURNITURE LTD.



Phone 262-2023

Calgary's Leader of Finest Furniture

at

622 - 17th Avenue South West Six blocks west of Stampede Grounds

A SECTION OF THE INDIAN VILLAGE, EXHIBITION GROUNDS M M

A member of the R.C.M.P. detachment at the Indian Village admires the gaily painted teepees in one section of the area especially reserved for the Blackfoot, Peigan, Sarcee and Stony Indians. The village attracts thousands of Exhibition and Stampede patrons each year and never fails to dim in popularity.

RANGELAND DERBY OUTFITS WILL COMPETE FOR MORE THAN \$30,000 IN CASH PURSES



A sage once said that "imitation is the sincerest form of flattery." This is certainly true of the world's strangest and most exciting horse race, the famous Rangeland Derby or Chuckwagon Race, one of the features of the annual Calgary Exhibition and Stampede.

Since the event gained world-wide publicity by reason of its wildness and thrills, other places in Canada and the United States have tried to copy it but with little success because it is a race that has its roots in the range districts of the Canadian west and with its wagons, outriders and the scores of horses which are required to stage it properly, it is much too expensive to cart around on the scale at which it is presented at the Calgary Stampede.

When all entries had been received for this year's event, it was found that 32 chuckwagon outfits involving 320 thoroughbreds and more than 150 drivers and outriders, had been recorded.

The chuckwagon race originated at the 1923 Calgary Exhibition and Stampede. It stemmed from a wild dash across the prairie, raced by a bunch of roundup wagons as the cowboys headed for town after the roundup had been completed. Guy Weadick, originator and first manager of the Calgary Stampede, visualized a race where the roundup wagons could participate but under a clear set of rules.

The first series of races was planned and held in 1923 and from that day on the race has grown in interest and public appreciation.

At the present time the chuckwagon races at the Calgary Exhibition and Stampede involve a purse dis-

tribution of \$30,000. The rules of the race are simple enough. One entry consists of a regulation roundup wagon but one which is stripped down to the bare essentials. It is hauled by four Thoroughbred horses and is flanked by four mounted outriders. There are usually four wagons to each heat which means that when the race is ready to start, 32 horses and four wagons are involved.

Before the start of the race, the four outfits take up places in the centre field. Tent poles and canvas are slung from the back of each wagon and the cook stoves must be on the ground.

All the outriders are dismounted. At the starting signal, one man throws the tent poles back into the wagon. Another snatches up and tosses the stove into the wagon. By this time the drivers have gotten the teams into action. He is required to drive around a set of barrels so as to execute a figure "8". He then heads his team and wagon for the racetrack and the wild half-mile dash begins. The wagons which make the best time in each heat are the winners of the day's money and the outfit which chalks up the best time for the week is the winner of the big final money.

Numerous penalties can be assessed against the entrants if they fail to comply with the rules. A whole battery of judges and officials watch every yard of the race from vantage points, and woe betide the outfit which infringes upon any of the many rules.

"The chuckwagon races as staged at the Calgary Stampede make the old Roman chariot races look pretty tame," one Hollywood motion picture director stated after seeing the races for the first time.

450 THOROUGHBREDS WILL PROVIDE RACING THRILL EVERY DAY OF STAMPEDE WEEK

There's an old saying around race tracks that once jockeys and thoroughbreds have taken part in the race meet, which is held annually in conjunction with the Calgary Exhibition and Stampede, they fear neither man nor beast from then on. The story stems from the fact that the races go on as scheduled alongside the wildest and wooliest rodeo the world has ever seen.

More than 450 thoroughbreds and at least 30 jockeys will be on hand for the Exhibition and Stampede race meet, and they will provide an eight-race daily program for each of the six days that the big

plete list of the handicap events scheduled for the week.

First day, Monday, July 5—Banff Handicap. Purse \$1,500. For three-year-olds and upward. Five furlongs.

Second day, Tuesday, July 6—Foothills Handicap. Purse \$1,500. For three-year-olds. Seven furlongs.

Third day, Wednesday, July 7—Pete Knight Handicap. Purse \$3,000 Added. For three-year-olds and upward. One mile and one-eighth.



show is in progress. This race meet marks the first of the "Fairs" schedule which sees racing at the highest level at the Calgary, Edmonton, Saskatoon, and Regina exhibitions.

It is the busiest week of the year for the race-track maintenance operators, because every night following the eight-heat chuckwagon races, the ground crew works long into the night refurbishing the track for the flat races the following day. The following is a comFourth day, Thursday, July 8—Big Four Claiming Handicap. Purse \$1,500. For three-year-olds and upward. One mile and one-sixteenth.

Fifth day, Friday, July 9—Lake Louise Handicap. Purse \$1,500. For three-year-old and upward. Seven furlongs.

Sixth day, Saturday, July 10—Calgary Special Claiming Handicap. Purse \$1,500. For three-year-olds and upward. One mile and three-eighths.

Outstanding Stage Production

"SHOOT FOR THE STARS"

STAGED AND DIRECTED BY

RANDOLPH F. AVERY

BARNES-CARRUTHERS THEATRICAL ENTERPRISES INC.

- Choreography by Felix Sadoski
 - Musical Conductor, Ray McLoud
 - Sets designed by Laszlo Funtek
 - Stage Manager, Jimmy Lee

AND STARRING

REX ALLEN, motion picture and television singing star; SETH RIGGS, Broadway singing star; CLEONE DUNCAN, Calgaryborn artiste, of international fame; and rodeo's top trick and fancy roper, MONTIE MONTANA and his trained horse, Rex; and featuring the continent's top variety acts, THE HALF BROTHERS, THE SIX ASHTONS, WES HARRISON, THE PHAROAHS, PAUL LENNON, THE GINNY TIU SHOW, and the BEROSINI CHIMPS.

----- WITH -----

The Sadoski Dancers, the Manhattan Rockets, the Calgary Kidettes, and the Lloyd Erickson Singers from Crescent Heights High School, Calgary.

PRODUCED BY

CALGARY EXHIBITION AND STAMPEDE LIMITED

DONALD C. MATTHEWS

President

IRVEN W. PARSONS

General Manager

"SHOOT FOR THE STARS"

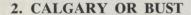


PROGRAM



1. SALUTE TO THE COWBOY

The Stampede salutes its rodeo cowboys in this opening spectacular, which introduces Seth Riggs and the Lloyd Erickson Singers in one of the sides of the recently recorded Calgary Stampede Souvenir record, C-A-L-G-A-R-Y, Heart of the Golden West (Wilf Carter). Also featuring the Hal Sands Line, the Sadoski Dancers, plus Montie Montana and his famous parade horse and rope spinning family.



The Six Ashtons arrive in a quaint vehicle for a quick look at the Stampede, affording our audience an opportunity to enjoy the acrobatic antics of a world-famous family troupe.

3. OTTAWA

Our two cowboy travellers engage in a conversation with a wellknown personality. We introduce a clever Canadian comic from Kitchener, Ontario, Mr. Paul Lennon.

4. THE BIG GAME HUNT

Our capricious cowboys, capering in the Congo, get embroiled in some "monkey shines" which feature the famed BEROSINI CHIMPS. The scene also gives us an opportunity to salute the internationally famous Mr. Walt Disney, who formally opened this year's Exhibition and Stampede.

5. OKLAHOMA

Introducing Canada's own Cleone Duncan of Calgary and Toronto . . . a medley of songs from the most famous western type musical comedy. Her partner, in the best Nelson Eddy tradition, is Mr. Seth Riggs.



REX ALLEN



CLEONE DUNCAN



SETH RIGGS

6. NOISES FROM OUTER SPACE

Our cowboy cut-ups get stranded on the moon. They send "for their leader" who turns out to be the fabulous sound effects man, Mr. Wes Harrison.

7. TOP HAND

The favorite recording cowboy of millions. . . . It is with pleasure that the Calgary Exhibition and Stampede presents for your entertainment, REX ALLEN, capably assisted by the Crescent Heights High School Singers, under the direction of Lloyd Erickson.

8. MEANDERING ON THE MIDWAY

Our Royal American Shows have two visitors as our cowboy friends get "juggled around" by THE HALF BROTHERS.

9. HOPALONG HONG KONG

Thrills and surprises are in store as a little Chinese cook from a midwestern ranch visits Vancouver's Chinatown. We are proud to have had the co-operation of our Calgary Chinese community in this number and present once again the Sadoski Dancers, the Hal Sands Line, the singing and dancing ensemble and finally present the famous little television and moving picture starlet, MISS GINNY TIU and Her Family.

10. TOPPING THE TOPPER

The Hal Sands Line is augmented by the Calgary Kidettes in the cutest moment of our show.

11. MUSICAL FINALE

Seth Riggs and the Lloyd Erickson Singers and the entire cast are back for a rousing climax to the evening's festivities, the second side to our Calgary Exhibition and Stampede souvenir record, "This Land Is My Land" (Oscar Brand) with soloist, Seth Riggs.











Page Forty-seven



\$50,000 GRAND PRIZE

to be awarded Saturday night, July 10

. . plus . . .

5 PRIZES OF \$3,000 EACH

one prize drawn each night (Monday to Friday, July 5 to 9 inclusive)

5 PRIZES OF \$1,000 EACH

All five to be drawn Saturday night July 10, after the final draw for \$50,000. (You don't have to be present to win one or more of these prizes).

TICKETS \$1.00 or Book of SIX for \$5.00

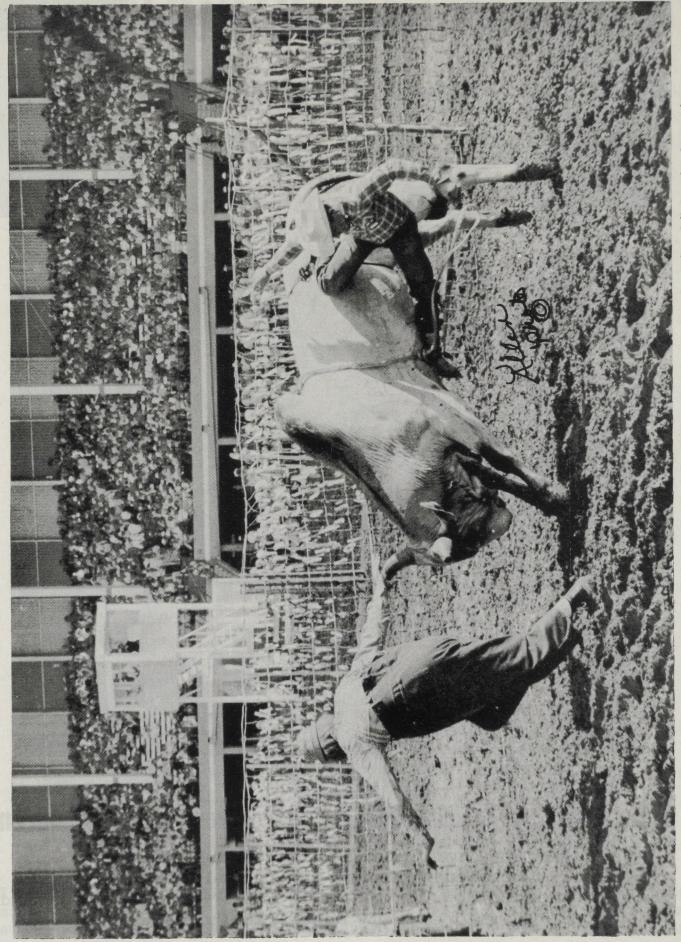
Tickets are available only at the Stampede Grounds and only during Stampede Week — July 5 to 10, 1965.

CALGARY EXHIBITION & STAMPEDE LTD.

DONALD C. MATTHEWS
President

IRVEN W. PARSONS
General Manager

RODEO CLOWNS PERFORM IMPORTANT FUNCTION IN ARENA



be seen in action daily at the Stampede Chuck Henson from Tucson, Arizona, internationally known rodeo clown who will during the Brahma Bull Riding Event.



Carl J. Sedlmayr General Manager

Royal American Shows

WORLD'S LARGEST MIDWAY

Presents its 1965 Attractions to the Patrons of the Calgary Exhibition and Stampede

New Acts - New Faces - New Names



C. J. Sedlmayr, Jr. Assistant Manager



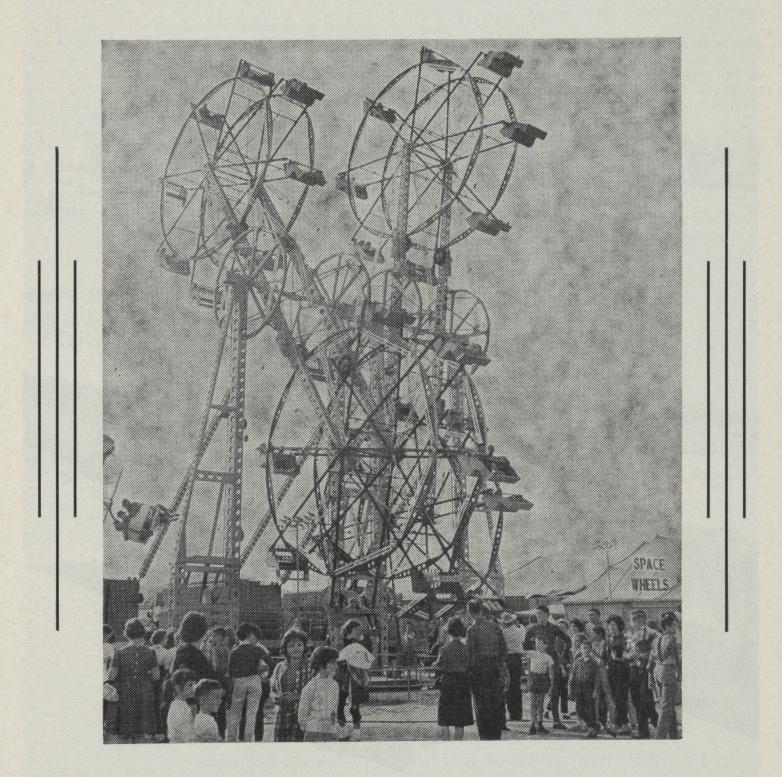
ROYAL AMERICAN MIDWAY — FEATURING MANY ALL-NEW SHOWS — MANY ALL-NEW RIDES

A Gigantic "KIDDIELAND" with New Rides for the Children

See this Great New Royal American Midway of Laughs, Thrills and Chills All Clean Fun for the Entire Family at the Calgary Exhibition & Stampede The Royal American Shows are the World's Largest Producers of Clean and Meritorious Shows, Latest Riding Devices and Thrilling Entertainment

WE ARE PROUD TO BE PART OF THE CALGARY EXHIBITION & STAMPEDE

BIG MIDWAY ATTRACTION



GIANT SPACE WHEEL — Four huge ferris wheels, all in one ride, makes a lasting and colorful impression on midway visitors of the Royal American Shows avenue of thrills and laughter as well as providing added sensations and special scenic views of the fair's surroundings to its riders.

"THE LITTLEST HOBO," CANADA'S WONDER DOG WILL HEAD FREE ATTRACTIONS PROGRAM



"The Littlest Hobo" takes one of his young friends for a walk in the park. This intelligent canine will head a fine program of attractions daily on the Free Stage in front of the Stampede Corral with the exception of Monday, July 5.

RECORD \$70,000 PRIZE LIST FOR LIVESTOCK EXHIBITS AT STAMPEDE

The richest cash premium list, totalling more than \$70,000, ever offered in the long time history of the Calgary Exhibition and Stampede for livestock has been approved for the 1965 show during the week of July 5

to July 10.

Decision of the Dominion Department of Agriculture to match dollar for dollar with the Exhibition Board in cash awards for cattle, sheep and swine is responsible for the rich premium list according to Irven W. Parsons, General Manager of the Exhibition and Stampede. In these departments a total of \$63,225 will be offered while in the heavy horse division the total prize list of \$6,263 will be underwritten by the Exhibition Board.

The dairy cattle division of the show will receive the largest amount in premium, \$26,070. This year the cattle exhibit will be featured by the National Guernsey Dairy Cattle Show. This event will be held on Thursday, July 8, commencing at 10 a.m. In the beef cattle division premium awards for Aberdeen-Angus, Herefords, and Shorthorns will total \$19,800.

Premiums for purebred sheep will total \$9,030, while the swine division of the show will offer cash prizes of \$7,760.

Classes in all sections of the livestock show with the exception of the heavy horse division were drafted by the Dominion Department of Agriculture, and inclusion of these classes in the prize list of the Exhibition was necessary if exhibitors were to be given the opportunity of competing for the higher premiums.

Officials of the livestock department of the Exhibition Board expect capacity entries in each event. All Class A exhibitions on the prairie circuit will benefit under the new Dominion Government Grant for livestock exhibits.

The complete breakdown of prize money follows:

DISTRIBUTION OF 1965 CALGARY EXHIBITION AND STAMPEDE LTD. LIVESTOCK PRIZE MONEY

Beef Section	
Shorthorn \$6,3	00
Aberdeen-Angus6,3	
Hereford 6,3	
Interbreed Steer Class9	00 \$19,800
Dairy Section	
Holsteins 6,3	20
Ayrshires 6,3	
Jerseys6,3	
Guernseys 6,3	
Interbreed Best Udder Class7	90 26,070
Sheep Section	
Suffolks2,1	50
Corriedales2,1	
Cheviots 2,1	
Hampshires and Southdowns2,1	
Interbreed Market Lamb Class 4	30 9,030
Swine Section	
Yorkshires 2,8	70
Landrace2,2	40
Lacombe2,2	40
Interbreed Barrow Class 4	10 7,760
Beef and Dairy Herdsman Prize4	00
Sheep and Swine Herdsman Prize1	65 565
	\$6,225

The above prize money offered will be paid on a 50-50 basis between the Calgary Exhibition and Stampede Ltd. and the Canada Department of Agriculture.

The Calgary Exhibition and Stampede Ltd. offer the following money for the Horse Section:

Horse Section

orse Section		
Clydesdale	\$1,320	
Percherons	1,320	
Belgians	1,320	
Heavy Draft and Agricultural	2,273	
Stall Prizes	30	\$6,263





THE DAVE CLARK FIVE

This Great English "combo" will be at the Stampede Corral on the Exhibition Grounds for one day only, Tuesday, July 6 at 2:30 p.m. and 8:30 p.m. Ticket prices -\$4.00, \$3.00, \$2.00, afternoon and evening. All seats reserved. You can't afford to miss this one.

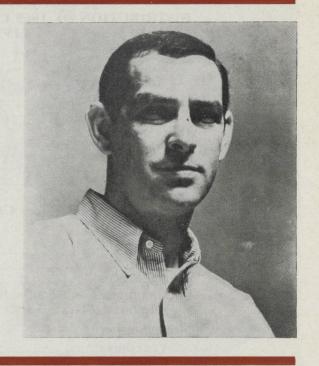
OSCAR BRAND in "LET'S SING OUT"

North America's greatest exponent of folk music in a folk music festival at the Stampede Corral, Wednesday, July 7, 2:30 p.m. and 8:30 p.m., with supporting groups, "Three's A Crowd", "The Tikis", and soloists, Donna Warener of Vancouver and Anna Johnson of Manchester, England.

Prices:

Evening \$2.00, \$1.75 (Reserved)

Afternoon — Adults \$1.50; Children 12 and under, \$1.00.





The World's Greatest Three Ring Circus

You must see the Ringling Bros. — Barnum & Bailey Circus at the Stampede Corral, Thursday, Friday, and Saturday, July 8 to July 10, two performances daily, 2:30 p.m. and 8:30 p.m. Thirty different acts featuring the world's greatest wild animal display, high wire aerialists, performing lions, tigers, elephants, dogs, ponies, horses, and the world's greatest clowns. The world's biggest circus in a new setting. Prices: \$3.00, \$2.50, \$2.00.

Special half prices for children 12 and under 3 performances only — Thursday, July 8 at 2:30 p.m. and 8:30 p.m. and Friday, July 9 at 2:30 p.m. All Seats Reserved.

July 5, Monday Night Only — Championship Heavy-weight Wrestling

STAMPEDE CORRAL IS OFFERING MANY SPLENDID ATTRACTIONS ALL WEEK LONG

The Stampede Corral is hosting four major attractions during the week. This modern coliseum type of building located just east of the Indian Village on the north side of the grounds will present a fine program of championship wrestling, Monday evening commencing at 8:30 p.m. The scene will then shift to teenagers and young adults on Tuesday when the famous English "combo", The Dave Clark Five take over the big building for two performances at 2:30 p.m. and 8:30 p.m. Wednesday afternoon and evening, Oscar Brand, North America's most outstanding folk music impresario will head a folk music festival in "Let's Sing Out". He will be ably backed up by "Three's A Crowd", Vancouver's top singing group, "The Tikis", a Calgary group which is steadily forging to the front in this line of entertainment, Miss Donna Warener of Vancouver, rated as Canada's top folk music female entertainer and Miss Anna Johnson, a recent arrival from Manchester, England, and a star in her own right. There will also be audience participation in both the afternoon and evening presentations of this particular event.

In the second half of the week, Thursday, Friday and Saturday, the World Famous Ringling Bros.-

Barnum & Bailey Circus will hold forth at the Corral, with performances every day at 2:30 p.m. and 8:30 p.m.

The World's biggest circus is travelling to Calgary direct from Milwaukee, Wisconsin, in a special train

containing 22 double length cars.

A total of 32 different acts and dozens of displays will feature the circus performances with the principals operating from three large rings plus two stages. There is a full complement of wild animals including 18 elephants, in addition to lions, tigers, llamas, camels, performing dogs, horses and ponies. In "clown alley" 18 funny men will perform continuously throughout the evening performance and daring aerial acts also will appear in the circus performances. It will be the first appearance of the Ringling Bros. Barnum & Bailey Circus to Calgary in more than 30 years and circus patrons which number the thousands can look forward to a top flight program of entertainment in the best circus tradition.

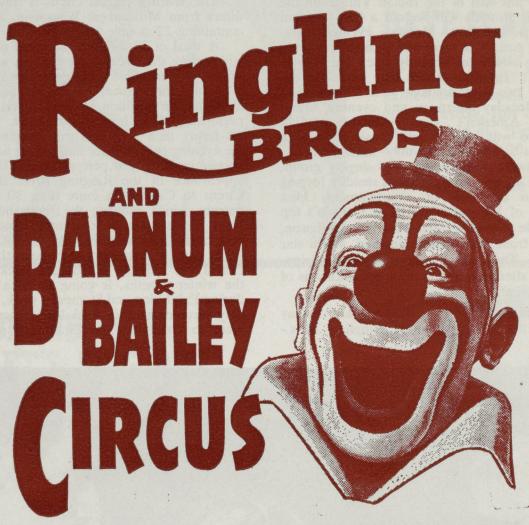
It can be seen from the above that the Stampede Corral, the scene of a thousand hockey battles during the winter months, is going to be a very busy place during Exhibition and Stampede week, and we unreservedly recommend this week-long program of entertainment to Exhibition and Stampede patrons generally.



Vancouver's top folk singing group, "Three's a Crowd" who will appear with Oscar Brand, "The Tikis" and Anna Johnson of Manchester, England, in a "Let's Sing Out" folk music festival at the Stampede Corral, Wednesday afternoon and evening, July 7. Members of the group are Brent Titcomb, Trevor Veech and Donna Warener.

truly "THE GREATEST SHOW ON EARTH"

Exactly as presented in Madison Square Garden, New York



6 BIG
PERFORMANCES

IN THE STAMPEDE CORRAL

- Thursday, July 8 2:30 and 8:30 p.m.
- Friday, July 9 2:30 and 8:30 p.m.
- Saturday, July 10 2:30 and 8:30 p.m.

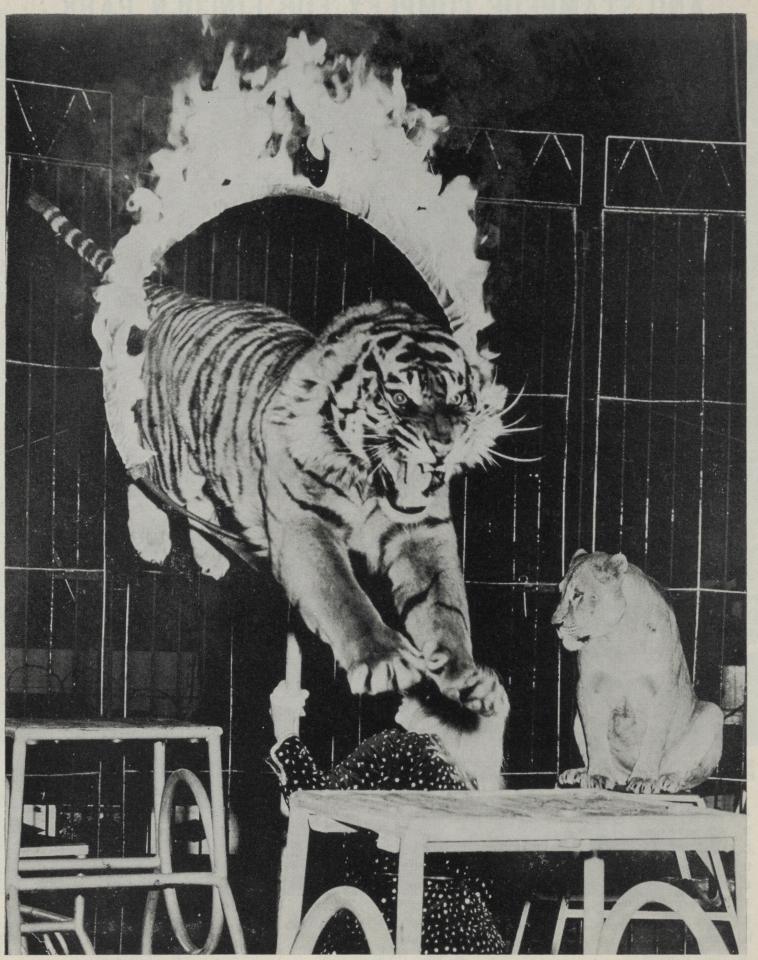
PRICES: \$3.00 — \$2.50 — \$2.00 — ALL Seats Reserved.

Children 12 and Under — ½ PRICE at 3 Performances Only Thurs., July 8 at 2:30 & 8:30 p.m. and Fri., July 9 at 2:30 p.m.

TICKETS ON SALE NOW

At the downtown ticket office in front of the C.P.R. Station, and at Stampede Corral Box Office before each performance.

ROARING TIGERS IN ACTION AT CIRCUS



Adele Smieja's ferocious felines are so well trained they jump through fire for her. Europe's "Lady of the Lions" makes her Canadian bow in this year's Ringling Bros. circus.

THE PROPOSED NEW CALGARY EXHIBITION AND STAMPEDE COMPLEX FOR LINCOLN PARK



Sketch of the new Exhibition and Stampede complex for Lincoln Park. This great development would be undertaken by the Exhibition Board if they were successful in obtaining the 380-acre former wartime airbase from the City of Calgary.

- A. Grandstand
- B. Indian Village
- C. Main Gate
- D. Children's Playground
- E. Band Shell
- F. Administration Building
- G. Press Building
- H. Cafeteria
- I. Youth Building
- J. Livestock Exhibits

- K. Twin Big Four Building
- L. Midway
- M. Bus and Taxi Terminal
- N. Equestrian Park
- 0. Pitch & Putt Golf Course
- P. Coliseum
- Q. Avenue of Champions
- R. Parking
- S. Race Tracks
- T. Centre Field

- U. South Bypass Road
- V. Horse Barns
- W. Olympic Size Swimming Pool (Off picture to the east)
- X. Agriculture Museum (Glenbow Foundation) (Off picture to the east)
- Y. Picnic Areas

DOUBLE WINNER AT 1964 STAMPEDE



Kenny MacLean, of Okanagan Falls, B.C., who won the North American Championship All Around Title at Stampede last year, and is back to defend his title this year.

CALGARY COWBOY LEADS CANADIANS FOR 1965 WORLD'S CHAMPIONSHIP BRONC RIDING HONOURS



Winston Bruce of Calgary, winner of the World's Riding Title in 1961, who is leading all other Canadian riders in the quest for 1965 World Title Saddle Bronc Riding laurels.

BIG FOUR EXHIBITS BUILDING WILL WELCOME THOUSANDS OF EXHIBITION PATRONS

It is estimated that fully half of the 580,000 persons expected to attend the 1965 edition of the Calgary Exhibition and Stampede will find their way to the Big Four Exhibits Building during the week. The "Big Four" which boasts of 160,000 sq. ft. of exhibit space on two floors will house hundreds of exhibits. On the final night of the show thousands are expected to take part in the big birthday party which will commemorate the 60th anniversary of the founding of the province of Alberta and the observance of the "Salute to the Cowboy" theme of this year's big show.

Thousands of individual pieces of birthday cake will be served by employees of Dominion Stores Ltd. who donated the huge cake to the Exhibition Board

for free distribution. The party will be held on the lower floor of the exhibits building at 9 p.m.

Many splendid displays will be seen as scores of national firms with local outlets and Calgary firms will exhibit many new and interesting features of Canadian manufacturing, agricultural, and industrial life, as well as domestic exhibits, handicrafts, photographic salon, and other interesting exhibits.

The Big Four will be open from 11 a.m. until 11 p.m. daily, and is air-cooled for the comfort of exhibitors and patrons. During the winter months it doubles as a curling rink and with 48 sheets of ice under one roof it is the biggest curling rink in the world. It was built and equipped at a cost of \$2,250,000.

"TEEN FAIR" LOCATED AT EAST END OF MAIN MIDWAY

A Calgary Exhibition and Stampede innovation — a "Teen Fair" — will be seen for the first time at this year's show. It will be located adjacent to the kiddies midway at the southeast end of the grounds with the western boundary close to the horse walk leading from the racing stable area to the paddock.

It will contain exhibits and concessions of interest to teenagers as well as entertainment by local rock'n roll bands. Some interesting displays are being planned by those in charge of the project. Admission to the area will be 50ϕ .

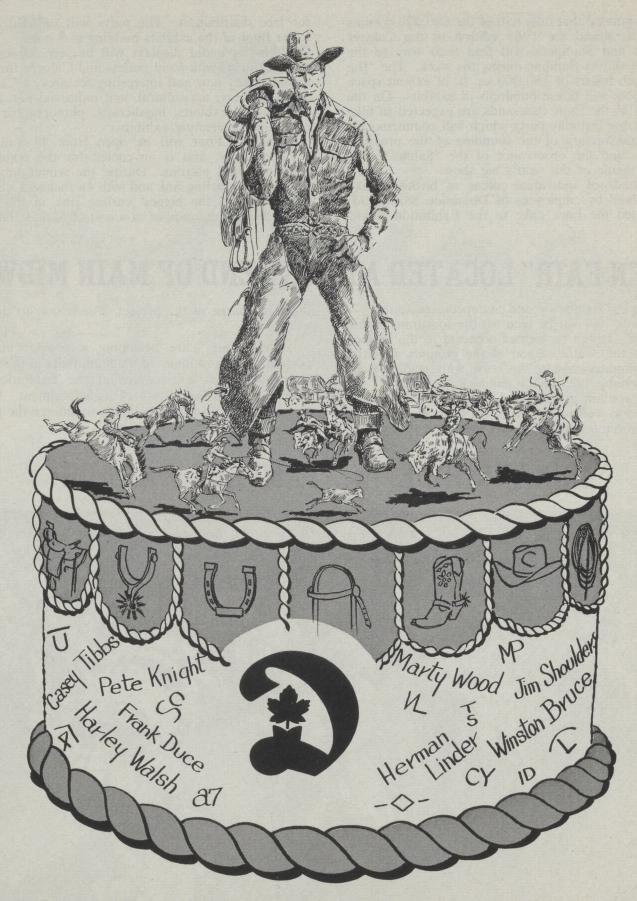
"Teen Fairs" are becoming a popular and important adjunct of many of the State Fairs in the United States and this year's event at the Exhibition and Stampede is in the nature of an experiment. If it is given support plans will be made to enlarge the project for future years.

INDIANS RIDE IN STAMPEDE PARADE



A section of the colorful Indian contingent in the annual Stampede Parade which kicks off the Exhibition and Stampede on the opening day, Monday of Stampede week.

DOMINION STORES WILL SALUTE COWBOYS AT BIRTHDAY PARTY IN BIG FOUR BUILDING



This six foot high cake will form the centre piece for the big birthday party which will be held in the Big Four Exhibits Building on the final night of the show. Cowboys and the general public will be presented with a piece of birthday cake and thousands are expected to attend.

THE TOP MEN IN WORLD RODEO HAVE COMPETED AT THE STAMPEDE

In the 42 years which have elapsed since the Stampede or championship cowboy contests have become a feature of the annual Calgary Exhibition, every title winning cowboy in the history of Rodeo, with the exception of steer ropers (there isn't any steer roping event at the Calgary Stampede) have contested at the Calgary show.

It is the proud boast of the Calgary Exhibition and Stampede Ltd. that more cowboys compete, more champions appear and more livestock is turned out of the chutes than at any other six-performance rodeo anywhere else in the world.

In the past, some contestants have viewed this claim

with some doubt-that is, until they have competed here and the majority of the "doubting Thomases" usually go home singing the praises of the Calgary Stampede, after they have competed in it.

The list of champions at the Calgary show is growing steadily and each year finds new names added to the list. The ghosts of former rodeo greats ride through the centrefield and wherever cowboys gather, they live again the exploits of the champions of former years.

Here is the list of the winners of all championship events at the Calgary Stampede since 1923, the year the Stampede was "wedded" to the annual Calgary Exhibition.

Winners of the Open Bucking Horse Riding Championship with Association Saddle

Winners	of the Bareback Bucking Horse Riding	Championship
1923 Kenneth Cooper, Pierre, S. Dakota 1924 D. McDonald, High River, Alberta 1925 Norman Edge, Cochrane, Alberta 1926 Harry Knight, Banff, Alberta 1927 Jack Hill, Calgary, Alberta 1928 Norman Edge, Cochrane, Alberta 1929 Herman Linder, Raymond, Alberta 1930 Canada Kidd, Kinuso, Alberta 1931 Canada Kidd, Kinuso, Alberta 1932 Smoky Snyder, Kimberley, B.C. 1933 Nate Waldrun, Strathmore, Alberta 1934 Herman Linder, Cardston, Alberta 1935 Don Thompson, Black Diamond, Alta.	1937 Muff Doan, Halkirk, Alberta 1938 Urban Doan, Halkirk, Alberta 1939 Chet McCarty, Cheyenne, Wyoming 1940 Paul Carney, Galeton, Alberta 1941 Urban Doan, Halkirk, Alberta 1942 Jack Wade, Halkirk, Alberta 1943 Urban Doan, Halkirk, Alberta 1944 Mitch Owens, Fresno, California 1945 Gerald Roberts, Strong City, Kansas 1946 Jimmy Schumaker, Phoenix, Arizona 1947 Jimmy Schumaker, Phoenix, Arizona 1948 Ken Brower, Manyberries, Alberta 1949 Gene Rambo, Shambdon, California 1950 Casey Tibbs, Pierre, S. Dakota	1951 Bill Linderman, Red Lodge, Mont. 1952 Jim Shoulders, Tulsa, Oklahoma 1953 Del Haverty, Benson, Arizona 1954 Buck Rutherford, Boise, Idaho 1955 Gene Gunderson, Calgary, Alberta 1956 Alf Owen, Patricia, Alberta 1957 Don Wilson, Buffalo, Wyoming 1958 John Hawkins, Abilene, Texas 1959 Del Haverty, Casagrande, Arizona 1960 Jack Buschbaum, Casseville, Wisconsir 1961 George Myren, Viking, Alberta 1962 Jim Roeser, Caldwell, Idaho 1963 Buddy Peake, Tucson, Arizona 1964 Doug Flanigan, Ponoka, Alberta

	Winners of the Brahma Bull or Steer Riding	Contest
923 Casey Patterson, Gadsby, Alberta	1937 Don Thompson, Black Diamond, Alberta	1952 Jim Shoulders, Tulsa, Oklahoma
924 V. McDonald, Olds, Alberta	1938 Herman Linder, Cardston, Alberta	1953 Harry Dodging Horse, Sarcee, Alberta
925 Norman Edge, Cochrane, Alberta	1939 Urban Doan, Halkirk, Alberta	1954 Gordon Earl, Newgate, B.C.
926 Tom McCoy, Irricana, Alberta	1940 Jack Wade, Halkirk, Alberta	1955 Buck Boyce, Fort Worth, Texas
927 Norman Edge, Cochrane, Alberta	1941 Jerry Ambler, Minburn, Alberta	1956 Dick Nash, Kindersley, Saskatchewan
928 Canada Kidd, De Winton, Alberta	1942 Jerry Ambler, Klamath Falls, Oregon	1957 Bruce Coker, Sutherland, Nebraska
929 Frank Sharp, High River, Alberta	1943 Jerry Ambler, Klamath Falls, Oregon	1958 Gil Garstad, Veteran, Alberta
930 Eddie Woods, Emmett, Idaho	1944 Muff Doan, Halkirk, Alberta	1959 Jim Shoulders, Henryetta, Oklahoma
931 Smoky Snyder, Kimberley, B.C.	1945 Jimmy Schumaker, Phoenix, Arizona	1960 Ed Letourneau, Davis, California
932 Smoky Snyder, Kimberley, B.C.	1946 Johnny Tubbs, Valley, Washington	1961 Bob Shepherd, Lovett, Texas
933 Frank Sharp, Black Diamond, Alberta	1947 R. Thompson, Black Diamond, Alberta	1962 Billy Hand, West Palm Beach, Florida
934 Herman Linder, Cardston, Alberta	1948 Jim Shoulders, Tulsa, Oklahoma	1963 Mac Griffith, Pendelton, Oregon
935 Herman Linder, Cardston, Alberta	1949 Buck Rutherford, Nowata, Oklahoma	1964 Joe Green, Sulphur, Oklahoma

1935 Herman Linder, Cardston, Alberta 1936 Herman Linder, Cardston, Alberta	1949 Buck Rutherford, Nowata, Oklahoma 1950 Jim Shoulders, Tulsa, Oklahoma	1964 Joe Green, Sulphur, Oklahoma
	Winners of the Chuckwagon Race	
1923 Dan Riley, High River, Alberta 1924 Bagley & Lauder, Lacombe, Alberta 1925 Collins & Ross, Lousana, Alberta 1926 Dick Cosgrave, Cheadle, Alberta 1927 Tom Lauder, Innisfail, Alberta 1928 Tom Lauder, Innisfail, Alberta 1929 Jim Ross, Elnora, Alberta 1930 Dick Cosgrave, Michichi, Alberta 1931 Clem Gardner, Pirmez Creek, Alberta 1932 Jim Ross, Elnora, Alberta 1933 Dick Cosgrave, Wayne, Alberta 1934 J. C. Goettler, DeWinton, Alberta 1935 Dick Cosgrave, Rosebud, Alberta 1936 Dick Cosgrave, Rosebud, Alberta	1937 Dick Cosgrave, Rosebud, Alberta 1938 Dick Cosgrave, Rosebud, Alberta 1939 Gene Goettler, DeWinton, Alberta 1940 Dick Cosgrave, Rosebud, Alberta 1941 Chas. Lundseth, Bowden, Alberta 1942 Dick Cosgrave, Rosebud, Alberta 1943 Dick Cosgrave, Rosebud, Alberta 1944 Theo Thage, Halkirk, Alberta 1945 Alvin Hilker, Red Willow, Alberta 1946 Johnny Phelan, Red Deer, Alberta 1947 Johnny Phelan, Red Deer, Alberta 1948 J. J. Swain, Innisfail, Alberta 1949 Johnny Phelan, Red Deer, Alberta 1949 Johnny Phelan, Red Deer, Alberta 1949 Johnny Phelan, Red Deer, Alberta 1950 Bob Heberling, Rosebud, Alberta	1951 Willard & Nelson, Queenstown, Alberta 1952 Commodore Allen, Vulcan, Alberta 1953 Commodore Allen, Vulcan, Alberta 1954 Commodore Allen, Vulcan, Alberta 1955 Hank Willard, Queenstown, Alberta 1956 L. O. Nelson, High River, Alberta 1957 Peter Bawden, Calgary, Alberta 1958 Merle Anderson, Carbon, Alberta 1959 Peter Bawden, Calgary, Alberta 1960 O. Burkinshaw, Calgary, Alberta 1961 O. Burkinshaw & Peter Bawden (tie) 1962 Peter Bawden, Calgary, Alberta 1963 Peter Bawden, Calgary, Alberta
Winners of	the Navies of Consider Busking House Die	line Championship

Winners of	the Novice or Canadian Bucking Horse	Riding Championship
Pete Vandermeer, Calgary, Alberta Pete La Grande, Pincher Creek, Alberta Pete La Grande, Pincher Creek, Alberta Pete Kalente, Cardston, Alberta Pete Knight, Banff, Alberta Pete Knight, Crossfield, Alberta Pete Knight, Crossfield, Alberta Peterman Linder, Raymond, Alberta Pete Knight, Crossfield, Alberta Pete Knight, Crossfield, Alberta Pete Knight, Banff, Alberta Pete Knight, Crossfield, Alberta Pete Knight, Crossfield, Alberta	1937 Jerry Ambler, Minburn, Alberta 1938 Herman Linder, Cardston, Alberta 1939 Sykes Robinson, Cochrane, Alberta 1940 Harlay Walsh, Madden, Alberta 1941 Wally Lindstrom, Airdrie, Alberta 1942 Urban Doan, Halkirk, Alberta 1943 Urban Doan, Halkirk, Alberta 1944 Carl Olsen, Ribstone, Alberta 1945 Frank Duce, Cardston, Alberta 1946 Frank Duce, Cardston, Alberta 1947 Bob Lauder, Elnora, Alberta	1951 Bill Johnson, Water Valley, Alberta 1952 Bob Chalmers, Millarville, Alberta 1953 Keith Hyland, Alsask, Saskatchewan 1954 Alfred Owens, Ponoka, Alberta 1955 Jack Hooker, Palace Bait, Saskatchewan 1956 Ray Vanderiett 1957 Roy Robinson, Rockland, Idaho 1958 Garth Maxwell, Viking, Alberta 1959 Bob Gottfriedsen, Kamloops, B.C. 1960 Pete Bruisedhead, Cardston, Alberta 1961 Wayne Vold, DeWinton, Alberta
934 Herman Linder, Cardston, Alberta 935 Harlay Walsh, Madden, Alberta	1948 Jim Turner, Rock Creek, B.C. 1949 Wilf Gerlitz, Black Diamond, Alberta 1950 Lem Horner, Penticton, B.C.	1962 Shawn Davis, Washington 1963 Ivan Daines, Innisfail, Alberta 1964 Jack Phipps, Cochrane, Alberta
936 Harlay Walsh, Madden, Alberta	1750 Letti Floriter, Feltileton, B.C.	1704 Juck Phipps, Cochiune, Alberta

1924 C. Brunner 1925 W. Goodrich, Calgary, Alberta 1926 Jas. R. Boyle, Calgary, Alberta 1927 Joe Fox, Morley, Alberta 1928 Bill Bagley, Lacombe, Alberta 1929 Joe Fox, Morley, Alberta 1930 Paddy Cayan, Wayne, Alberta 1931 Gerald Ambler, Wainwright, Alberta 1932 Joe Gray, Dog Pound, Alberta 1933 Duncan Cragg, Lousana, Alberta 1934 L. C. Cawsey, Bassano, Alberta 1935 Bobby Swain, Calgary, Alberta 1936 Joe Kootenay, Jr., Morley, Alberta 1937 Archie Preston, Talbot, Alberta	Winners of the Boys' Wild Steer Riding C 1938 Kenneth McLean, Edmonton, Alberta 1939 Earl Mayfield, Gleichen, Alberta 1940 Glen Lee, Raymond, Alberta 1941 George Aldorf, Wayne, Alberta 1942 Lyle Doan, Halkirk, Alberta 1943 Thomas Jerry, Cluny, Alberta 1944 Horace Holloway, Jr., Morley, Alberta 1945 Bob Duce, Cardston, Alberta 1946 Red Mulgrew, Calgary, Alberta 1947 Bob McKay, Black Diamond, Alberta 1948 Harry Dodging Horse, Sarcee, Alberta 1949 Thos. W. Lauder, Elnora, Alberta 1950 Cody Morris, Black Diamond, Alberta 1951 Charles Cassidy, Stettler, Alberta	1952 James Grey, Calgary, Alberta 1953 Tommy Yellow Sun, Cluny, Alberta 1954 Bill Stuckey, Stettler, Alberta 1955 Jerry Weiss, Hanna, Alberta 1956 Keith Powell, Turner Valley, Alberta 1957 Frank Cocks, Strathmore, Alberta 1958 Wayne Vold, DeWinton, Alberta 1959 Ivan Daines, Innisfail, Alberta 1960 Ivan Daines, Innisfail, Alberta 1961 Ivan Daines, Innisfail, Alberta 1962 Franklin Daines, Innisfail, Alberta 1963 John Dodds, Ponoka, Alberta 1964 Bryan Anderson, Balzac, Alberta
1923 Neil Campbell, Okotoks, Alberta 1924 Frank Hodgkins, Kew, Alberta 1925 Frank Hodgkins, Kew, Alberta 1927 Frank Hodgkins, Kew, Alberta 1928 Hughie Long, Pronguo, Saskatchewan 1929 Norman Edge, Cochrane, Alberta 1930 Archie Miller, Cheadle, Alberta 1931 Geo. McIntosh, High River, Alberta 1932 DAY MONEY 1933 "" 1934 "" 1935 "" 1936 "" 1937 ""	Winners of the Wild Horse Race 1938 DAY MONEY 1939 1940 1941 1941 1942 1944 1945 1945 1945 1946 1946 1947 1947 1948 1947 1948 1948 1949 1949 1949 1949 1940 1940 1941 1941	1952 Bill Graham, East Coulee, Alberta 1953 Bill Graham, Drumheller, Alberta 1954 Chip Nunamker, Arrowwood, Alberta 1955 Cliff Vandergrift, Turner Valley, Alberta 1956 Don McLeod, Black Diamond, Alberta 1957 Orville Strandquist, Scapa, Alberta 1958 Cliff Vandergrift, Drayton Valley, Alberta 1959 Cliff Vandergrift, Drayton Valley, Alberta 1960 Len Chartiec, Calgary, Alberta 1961 Roy Groves, Carseland, Alberta 1962 Bill Graham, East Coulee, Alberta 1963 Orville Strandquist, Stettler, Alberta 1964 Jim Clifford, Ribstone, Alberta
1924 E. Burton, Claresholm, Alberta 1925 Jack Brown, Lethbridge, Alberta 1926 Bert Long, Elnora, Alberta 1927 Richard Merchant, Carlsbad, N.M. 1928 King Bearspaw, Pekisko, Alberta 1929 Irby Mundy, Kaiser, Wyoming 1930 W. J. Helmer, Sundre, Alberta 1931 W. J. Gray, Dog Pound, Alberta 1931 W. J. Gray, Dog Pound, Alberta 1932 Johnny Left Hand, Morley, Alberta 1933 Irby Mundy, Utleyville, Colorado 1934 Roy Matthews, Fort Worth, Texas 1935 Bob Grosley, Roswell, New Mexico 1936 Clark Lund, Raymond, Alberta 1937 Ernest Hall, Lethbridge, Alberta	Winners of the Wild Cow Milking Cont 1938 Irby Mundy, Shamrock, Texas 1939 Chet Baldwin, Kew, Alberta 1940 Cliff Vandergrift, Turner Valley, Alberta 1941 Fred Burton, Claresholm, Alberta 1942 A. Galarneau, Finnegan, Alberta 1943 Cliff Vandergrift, Turner Valley, Alberta 1944 Johnny Left Hand, High River, Alberta 1945 Cliff Vandergrift, Turner Valley, Alberta 1946 Don Leask, Madden, Alberta 1947 Bill McLean, Morley, Alberta 1948 F. C. Stover, Tularosa, New Mexico 1949 Fred Galarneau, Cardston, Alberta 1950 Don Leask, Madden, Alberta 1951 Mac Leask, Madden, Alberta	1952 Mac Leask, Madden, Alberta 1953 George Leask, Madden, Alberta 1954 George Leask, Madden, Alberta 1955 George Leask, Madden, Alberta 1955 George Leask, Madden, Alberta 1956 Herb Christie, Cardston, Alberta 1957 Reg Kesler, Rosemary, Alberta 1958 Orville Strandquist, Byemoor, Alberta 1959 Reg Kesler, Rosemary, Alberta 1960 Cliff Vandergrift, Drayton Valley, Alberta 1961 Alex Laye, Sounding Lake, Alberta 1962 Reg Kesler, Rosemary, Alberta 1963 Gilbert Bintz, Alsask, Saskatchewan 1964 Kenny McLean, Okanagan Falls, B.C.
1925 Rdy Knight, Rdymond, Alberta 1926 Ray Knight, Raymond, Alberta 1927 Pete Bruisehead, Standoff, Alberta 1927 Pete Bruisehead, Standoff, Alberta 1928 Eddie Bowlen, Calgary, Alberta 1930 Floyd Peters, Cardston, Alberta 1930 Floyd Peters, Cardston, Alberta 1931 R. H. Galbraith, Cardston, Alberta 1932 Pat Burton, Claresholm, Alberta 1933 Pat Burton, Claresholm, Alberta 1934 A. M. Burton, Claresholm, Alberta 1935 Pat Burton, Claresholm, Alberta 1936 Warner Linder, Cardston, Alberta 1937 Pat Burton, Claresholm, Alberta	1938 Hugh Connell, Stavely, Alberta 1939 Al Galarneau, Finnegan, Alberta 1940 Pat Burton, Claresholm. Alberta 1941 W. M. Mounkes, Nanton, Alberta 1942 Jack Morton, Warner, Alberta 1943 Floyd Peters, Browning, Montana 1944 Andy Gamlin, Wilson, Oklahoma 1945 Floyd Peters, Havre, Montana 1946 Al Galarneau, Sunnybrook, Alberta 1947 George Leask, Madden, Alberta 1948 F. C. Stover, Tularosa, New Mexico 1949 Jimmie Cooper, Monument, New Mexico 1950 Rudy Doucette, Phoenix, Arizona 1951 Jim Stavely, Powhusko, Oklahoma	1952 F. C. Stover, Tularosa, New Mexico 1953 F. C. Stover, Tularosa, New Mexico 1954 Cliff Vandergrift, Turner Valley, Alberta 1955 Byron Wolford, Tyler, Texas 1956 Byron Wolford, Tyler, Texas 1957 Sonny Hendrich, Clovington, N.M. 1958 Dean Oliver, Fort Worth, Texas 1959 Dale Smith, Phoenix, Arizona 1960 Dale Smith, Chandler, Arizona 1961 Vernon Kerns, Hearne, Texas 1962 Mel Potter, Tucson, Arizona 1963 Dale Smith, Chandler, Arizona 1964 Dean Oliver, Boise, Idaha
1924 P. Leurande, Pincher Creek, Alberta 1928 Lee A. Farris, DeWinton, Alberta 1929 Lee A. Farris, DeWinton, Alberta 1930 Frank Sharp, High River, Alberta 1931 Herman Linder, Cardston, Alberta 1932 Herman Linder, Cardston, Alberta 1933 Herman Linder, Cardston, Alberta 1934 Herman Linder, Cardston, Alberta 1935 Herman Linder, Cardston, Alberta 1936 Herman Linder, Cardston, Alberta 1937 A. K. Lund, Milk River, Alberta 1938 Herman Linder, Cardston, Alberta 1939 Clark Lund, Raymond, Alberta	of the Canadian All-Round Cowboy Ch 1940 A. K. Lund, Milk River, Alberta 1941 Frank McDonald, Maycroft, Alberta 1942 J. Robertson, Pincher Creek, Alberta 1943 Wally Lindstrom, Airdrie, Alberta 1944 Wally Lindstrom, Airdrie, Alberta 1945 J. Robinson, Pincher Creek, Alberta 1946 Frank Duce, Cardston, Alberta 1947 Frank Duce, Cardston, Alberta 1948 Ken Brower, Manyberries, Alberta 1949 Reg Kesler, Rosemary, Alberta 1950 Reg Kesler, Rosemary, Alberta 1951 Harold Mandeville, Skiff, Alberta 1952 Wilf Gerlitz, Black Diamond, Alberta	1953 Gordon Earl, Newgate, B.C. 1954 Gordon Earl, Newgate, B.C. 1955 Wilf Gerlitz, Black Diamond, Alberta 1956 Keith Hyland, Black Diamond, Alberta 1957 Keith Hyland, Black Diamond, Alberta 1958 Wilf Gerlitz, Youngstown, Alberta 1958 Wilf Gerlitz, Youngstown, Alberta 1960 George Myren, Viking, Alberta 1961 George Myren, Viking, Alberta 1962 George Myren, Viking, Alberta 1962 George Myren, Viking, Alberta 1963 Kenny McLean, Okanagan Falls, B.C. 1964 Kenny McLean, Okanagan Falls, B.C.
Winners of 1928 Paddy Ryan, Ismay, Montana 1929 Not awarded 1930 Paddy Ryan, Ismay, Montana 1931 Eddie Woods, Emmett, Idaho 1932 Herman Linder, Cardston, Alberta 1935 Eddie Woods, Emmett, Idaho 1934 Herman Linder, Cardston, Alberta 1935 Herman Linder, Cardston, Alberta 1936 Herman Linder, Cardston, Alberta 1937 Don Thompson, Black Diamond, Alberta 1938 Herman Linder, Cardston, Alberta 1938 Herman Linder, Cardston, Alberta 1939 Clark Lund, Raymond, Alberta 1940 Jack Wade, Halkirk, Alberta	f the North American All-Round Cowboy 1941 Frank MacDonald, Maycroft, Alberta 1942 Arnold Montgomery, Dorothy, Alberta 1943 Arnold Montgomery, Dorothy, Alberta 1944 Bill Linderman, Red Lodge, Montana 1945 Bill Linderman, Red Lodge, Montana 1946 Bill Linderman, Red Lodge, Montana 1948 Bill Linderman, Red Lodge, Montana 1948 Bill Linderman, Red Lodge, Montana 1948 Bill Linderman, Red Lodge, Montana 1949 Eddie Akridge, Beaver, Oklahoma 1950 Gerald Roberts, Strong City, Kansas 1951 Bill Linderman, Red Lodge, Montana 1952 Wilf Gerlitz, Black Diamond, Alberta 1953 Del Haverty, Benson, Arizona	Championship 1954 Gordon Earl, Newgate, B.C. 1955 Casey Tibbs, Fort Pierre, South Dakota 1956 Keith Hyland, Black Diamond, Alberta 1957 Keith Hyland, Black Diamond, Alberta 1958 Guy Weeks, Abilene, Texas 1959 Del Haverty, Casagrande, Arizona 1960 George Myren, Viking, Alberta 1961 Guy Weeks, Abilene, Texas 1962 Guy Weeks, Abilene, Texas 1963 Mac Griffith, Pendleton, Oregon 1964 Kenny McLean, Okanagan Falls, B.C.
1927 Paddy Ryan, Ismay, Montana 1928 Bob Crosby, Kenna, New Mexico 1929 Everett Bowman, Safford 1930 John Bowman, Trent, Texas 1931 Oral Zumalt, Wolfe Creek, Missouri 1932 Rolph Stanton, Missoula, Montana 1933 Frank McDonald, High River, Alberta 1934 Chick Hannon, North Platt, Nebraska 1935 Warner Linder, Cardston, Alberta 1936 Warner Linder, Cardston, Alberta 1937 A. K. Lund, Milk River, Alberta 1938 Warner Linder, Cardston, Alberta 1938 Ray Mavity, Helena, Montana	Winners of the Steer Decorating Contest 1940 Jack Wade, Halkirk, Alberta 1941 Frank McDonald, Maycroft, Alberta 1942 Jimmy Wells, Cardston, Alberta 1943 Jimmy Robinson, Pincher Creek, Alberta 1944 Pud Adair, Wickensburg 1945 Floyd Peters, Havre, Montana 1946 Tom Duce, Cardston, Alberta 1947 Scotty Bagnell, Arlee, Montana 1948 Elliott Calhoun, Las Vruce, New Mexico 1949 Everett Vold, Ponoka, Alberta 1950 Everett Vold, Ponoka, Alberta 1951 Tom Duce, Cardston, Alberta 1952 Tom Jones, California	1953 Harry Dodging Horse, Sarcee, Alberta 1954 Francis Manywounds, Sarcee, Alberta 1955 Stan Walker, Medicine Hat, Alberta 1956 Bud Butterfield, Ponoka, Alberta 1957 Harold Mandeville, Skiff, Alberta 1958 Vud Van Cleave, Taber, Alberta 1959 Bud Butterfield, Ponoka, Alberta 1960 Stan Walker, Lethbridge, Alberta 1961 C. R. Jones, Santa Fe, California 1962 Bud Butterfield, Ponoka, Alberta 1963 Bud Butterfield, Ponoka, Alberta 1963 Stan Walker, Lethbridge, Alberta

IT'S MAINLY BECAUSE OF THE MEAT



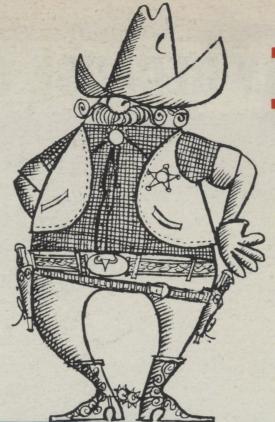


A T all the major prize cattle auctions across Canada, Dominion buys the best . . . usually the Grand Champion. And day in and day out, across the country in local packing houses, Dominion buyers select only the best. That's why more Canadians shop at Dominion than at any other store . . .

IT'S MAINLY BECAUSE OF THE MEAT!



THE BEST ALBERTA BEEF IS SOLD FROM COAST TO COAST IN 380 DOMINION SUPERMARKETS



HOWDY!



if you're hankerin' to see the rest of the West (and the best of the East) - head out aboard a Greyhound bus AT THESE LOWEST FARES OF ALL!



ALL ABOARD! Go Greyhound to Vancouver \$15.75

COMPARE THE FARE AND THE CONVENIENCE!

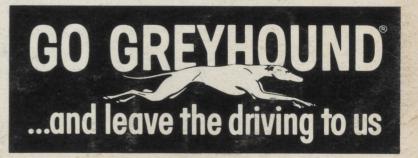
- Choice of routes
- Stop-over privileges
- Restroom-equipped buses
 No reservations required

Other bargain fares from CALGARY

Winnipeg \$19.75 Toronto \$34.7

SAVE 10% ON A RETURN TICKET

Fares subject to change without notice



For full information call the Greyhound Bus Depot, 262-2131 in Calgary, 7th Ave. and 1st St. W., or your local Greyhound agent.